

Wheat
First Securities

Butcher & Singer

The Maxwell Consumer Report

INDUSTRY REPORT

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THE MAXWELL CONSUMER REPORT

INTERNATIONAL TOBACCO 1990 PART TWO

2023240004

WFBS-6109

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This is Part Two of the Maxwell 1990 International Tobacco report.
The following 28 countries are covered in this segment:

Australia
Canary Islands
Chile
China
Finland
France
Ghana
Great Britain
Greece
Honduras
India
Italy
Japan
Kenya
Korea
Malaysia
Morocco
Netherlands
Nicaragua
Norway
Pakistan
Portugal
Puerto Rico
Singapore
Spain
Sri Lanka
Sweden
Turkey

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AUSTRALIA	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Cigarette Consumption															
Million Pounds	62.5	64.0	64.0	62.0	62.9	62.1	62.0	60.7	59.3	58.6	58.6	57.9	58.4	NA	NA
Billion Units	30.9	32.0	32.8	32.8	34.1	34.3	34.2	33.4	32.5	33.2	33.6	33.6	34.5	33.7	34.6
% Filters	95.4	96.0	96.4	96.9	97.3	98.7	97.7	98.0	98.7	99.0	99.4	99.4	99.5	99.5	99.6
Per Capita Usage (Units)	2,265.0	2,285.0	2,310.0	2,270.0	2,300.0	2,310.0	2,260.0	2,185.0	2,092.0	2,136.0	2,098.0	2,066.0	2,087.0	2,077.0	2,072.0
Exports (Billion Units)	NA	NA	NA	NA	0.8	0.4	0.4	0.4	0.6	0.6	0.7	0.7	0.6		
Types Of Blends (% of Market)															
U.S. Blend	1.5	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	0.6	0.6	0.4	7.2)	
U.S. Type	24.0	24.0	24.0	24.0	23.5	22.5	18.1	17.3	15.0	13.6	10.3	9.4	8.9	NA)	7.0
English Virginia Blend															
* Less than 1%	74.5	75.0	75.0	75.0	75.5	76.5	80.9	81.7	84.0	85.4	89.1	90.0	90.7	92.8	93.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Size of Cigarette (% of Market)															
87-100mm	1.0	1.0	1.0	1.2	1.1	1.7	1.9	1.7	1.1	0.9	2.0	1.5	0.4	0.1	0.1
81-86mm	50.3	54.3	60.5	61.6	64.8	73.4	73.7	73.7	87.9	90.2	90.6	91.7	95.5	98.1	98.4
76-80mm	44.7	39.6	34.5	33.5	31.2	22.8	21.9	22.3	10.0	8.2	6.7	6.2	3.8	1.8	1.5
68-74mm	3.9	4.9	4.0	3.4	2.7	2.0	2.3	2.1	1.0	0.7	0.7	0.6	0.3	-	-
120mm	0.1	0.2	-	0.3	0.2	0.3	0.2	0.2	-	-	-	-	-	-	-
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
King Size	NA	95.1	95.7	96.4	97.1	97.1	97.4	97.7	99.0	99.3	99.3	99.4	99.7	NA	100.0
Regular Size	NA	4.1	4.1	3.4	2.7	2.6	2.4	2.1	1.0	0.7	0.7	0.6	0.3	NA	-
100mm	NA	0.8	0.2	0.2	0.2	0.3	0.2	0.2	-	-	-	-	-	NA	-
Total	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	NA	100.0
Market Share by Company (% of Market)															
Wills	35.2	35.4	34.5	32.9	32.3	33.1	33.3	31.3	30.9	32.9	30.6	29.7	30.9	30.6	25.8
Philip Morris	37.3	33.8	29.8	29.7	29.6	28.1	27.0	27.4	29.4	30.4	32.6	32.4	33.2	33.1	37.8
Rothmans	26.0	29.0	34.0	35.5	36.5	37.2	39.7	39.8	38.4	35.6	35.9	36.9	35.1	35.6	35.3
Others	1.5	1.8	1.7	1.9	1.6	1.6	-	1.5	1.3	1.1	0.9	1.0	0.8	0.7	1.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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AUSTRALIA (continued)	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Major Brands' Market Shares (% of Market)															
Wills															
Benson & Hedges	13.5	16.4	16.0	15.7	15.1	12.4	16.7	16.4	9.9	8.9	7.9	3.2	1.4	1.0	0.7
B&H Sterling SM25	-	-	-	-	-	1.8	-	-	3.2	3.5	3.8	4.2	3.1	2.4	1.7
B&H Gold 25's	-	-	-	-	-	-	-	-	-	-	-	5.2	7.9	8.6	8.7
B&H Sterling Virginia	-	-	-	-	-	1.4	-	-	1.1	-	-	-	-	-	-
Craven 'A'/Special Mild	3.2	3.6	3.6	3.2	2.7	1.1	2.0	2.0	1.7	1.7	1.6	1.4	1.1	0.9	0.8
Ardath	3.9	3.6	3.6	3.3	2.9	1.7	2.4	2.2	0.7	1.3	1.0	0.8	0.6	0.4	0.3
Ardath Menthol	-	-	-	-	-	1.4	-	-	1.0	-	-	-	-	-	-
Escort	2.0	2.2	2.6	3.1	3.2	2.7	3.0	3.0	3.8	4.1	4.1	4.1	3.3	3.3	2.7
Commodore	-	-	-	-	-	-	-	-	-	2.1	2.2	1.8	1.2	0.7	0.5
Claridge	-	-	-	-	-	-	1.8	1.8	1.5	1.0	0.8	0.7	0.4	0.3	-
Capstan King Size	2.0	1.5	0.8	-	-	-	-	-	-	-	-	-	-	-	-
Kool	1.3	1.3	1.1	1.0	0.8	0.8	0.7	0.6	0.6	0.5	0.4	0.4	0.3	0.2	-
Freeport	-	-	-	-	-	-	-	-	-	-	-	1.3	0.7	0.2	0.1
Stradbroke 35's	-	-	-	-	-	-	-	-	-	-	-	-	5.8	8.4	7.1
Wills	1.7	1.2	1.5	1.8	1.8	2.1	1.5	1.7	2.7	3.2	4.2	3.0	2.6	2.0	1.5
Hallmark	1.6	1.0	0.9	0.9	0.8	0.7	0.6	0.6	0.9	1.0	0.8	0.6	0.3	0.2	0.1
Players No. 6	1.5	0.9	0.6	0.3	-	-	-	-	0.1	-	-	-	-	-	-
Turf	0.6	0.6	0.6	0.4	-	-	-	-	-	-	-	-	-	-	-
Wild Woodbine	0.3	0.2	0.2	-	-	-	-	-	-	-	-	-	-	-	-
Kent	-	-	1.0	1.0	1.0	-	0.9	1.0	-	1.2	1.0	0.9	0.7	0.6	0.5
John Player Special	-	-	-	-	-	-	-	-	0.2	1.9	1.6	1.4	0.9	0.8	0.5
Others	3.6	2.9	2.0	2.2	4.0	7.0	3.7	2.0	4.0	2.5	1.2	0.3	0.6	0.6	0.6
Total	35.2	35.4	34.5	32.9	32.3	33.1	33.3	31.3	30.9	32.9	30.6	29.7	30.9	30.6	25.8
Philip Morris															
Marlboro 25s	12.4	10.9	9.4	8.3	6.6	4.6	6.4	5.8	4.1	3.1	2.6	1.9	1.5	1.6	1.4
Marlboro	-	-	-	-	-	1.4	-	-	0.4	0.2	0.2	0.1	0.1	0.1	0.1
Marlboro Special Mild	-	-	-	-	-	0.7	-	-	0.6	0.8	0.8	0.6	0.5	0.5	0.4
Viscount	5.0	5.0	4.9	4.5	3.6	2.2	2.6	2.4	1.6	1.3	1.2	1.0	0.8	0.5	0.4
Alpine 25s	5.5	4.6	4.5	4.5	4.3	2.3	4.9	5.1	2.8	2.5	2.4	2.2	1.8	1.2	1.0
Alpine	-	-	-	-	-	1.4	-	-	0.1	0.1	-	-	-	-	-
Alpine Lights	-	-	-	-	-	1.1	-	-	1.9	2.0	2.3	2.0	1.4	1.0	0.8
Alpine Extra Lights 25's	-	-	-	-	-	-	-	-	-	-	-	1.2	1.2	1.0	0.8
Alpine Extra Lights 20's	-	-	-	-	-	-	-	-	-	-	-	0.6	0.6	1.0	-
Park Drive	2.7	2.4	1.9	1.9	1.9	1.2	1.5	1.5	0.9	0.8	0.6	0.6	0.4	0.3	0.2
Peter Jackson	2.3	2.2	2.0	4.1	5.6	5.0	5.6	6.3	7.6	7.9	7.0	6.6	5.8	4.3	3.2
Peter Jackson Extra Mild	-	-	-	-	-	1.1	-	-	4.9	6.6	7.6	7.7	7.9	7.4	5.8
Peter Jackson Super Mild	-	-	-	-	-	-	-	-	-	-	-	2.7	2.9	3.1	2.9
Peter Jackson Ultra Mild	-	-	-	-	-	-	-	-	-	-	-	-	1.1	1.5	1.4
Peter Jackson Menthol	-	-	-	-	-	-	-	-	-	1.2	1.5	1.4	1.2	0.9	0.7
Superlights 30's	-	-	-	-	-	-	-	-	-	-	1.7	1.9	2.4	1.9	1.4
Fortune 35's	-	-	-	-	-	-	-	-	-	-	-	0.4	2.5	2.6	1.8
Black & White	-	-	-	-	-	-	2.1	2.2	2.0	1.1	1.6	1.0	0.9	0.6	0.4
Longbeach	-	-	-	-	-	-	0.7	0.6	0.2	0.1	-	-	-	2.7	12.1
Dumaurier	-	-	-	-	-	-	0.9	0.8	0.5	0.4	0.5	0.4	0.2	0.1	0.1
Kingford	1.7	1.4	0.8	0.5	-	-	-	-	-	-	-	-	-	-	-
Albany Times	1.2	1.1	1.0	0.8	-	-	-	-	0.3	0.2	-	-	-	-	-
Alpine Ultra Lights 25's	-	-	-	-	-	-	-	-	-	-	-	-	0.8	1.0	1.1

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AUSTRALIA (continued)	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Kent	1.4	1.1	-	-	-	1.2	-	-	-	-	-	-	-	-	-
Philip Morris	0.5	0.6	0.5	0.4	-	-	-	-	0.1	0.1	-	-	-	-	-
Others	4.6	4.5	4.8	4.8	7.6	5.9	2.3	2.7	1.4	2.0	2.6	0.1	-	0.8	1.8
Total	37.3	33.8	29.8	29.7	29.6	28.1	27.0	27.4	29.4	30.4	32.6	32.4	33.2	33.1	37.8
Rothmans															
Winthfield Virginia 25s	10.7	13.7	19.5	22.1	25.0	16.6	28.5	29.7	14.4	12.4	10.9	9.5	8.6	8.0	6.8
Winthfield Extra Mild 25s	-	-	-	-	-	6.2	-	-	9.5	9.6	10.3	9.1	8.7	8.7	8.1
Winthfield Menthol 25s	-	-	-	-	-	2.5	-	-	2.3	1.9	1.8	1.4	1.1	1.1	1.0
Winthfield Super Mild 25s	-	-	-	-	-	-	-	-	-	-	-	3.0	2.6	2.3	2.2
Winthfield Ultra Mild 25s	-	-	-	-	-	-	-	-	-	-	-	-	1.0	1.7	1.8
Peter Stuyvesant	6.5	6.0	5.7	5.1	4.5	4.4	4.0	-	3.3	2.7	2.5	2.0	1.6	1.5	1.2
Rothmans King Size Filter	2.0	2.9	2.7	2.5	2.1	1.3	1.7	1.6	1.1	-	1.0	0.9	0.7	0.6	-
Dunhill	2.2	2.1	2.2	2.5	3.0	2.0	3.1	2.7	2.5	2.3	3.6	3.8	3.8	3.8	3.7
Ransom	-	-	-	-	-	0.8	0.7	0.7	0.9	1.1	1.7	1.6	1.0	0.7	0.5
St. Moritz	-	-	-	-	-	-	0.9	0.7	0.7	0.6	0.5	0.7	0.5	0.5	0.5
Special Mild 35's	-	-	-	-	-	-	-	-	-	-	-	-	0.1	4.1	3.5
Brandon 40's	-	-	-	-	-	-	-	-	-	3.0	1.5	1.0	0.8	1.4	2.0
Marlins	1.5	1.1	0.9	0.6	-	0.7	-	-	-	-	-	-	-	0.3	0.2
Chesterfield	0.6	0.8	0.7	0.6	-	-	-	-	-	-	-	-	-	-	-
Cambridge	0.4	0.3	0.2	0.2	-	-	-	-	1.5	2.0	2.1	1.6	1.1	0.9	0.5
Others	2.1	2.1	2.1	1.9	1.9	2.7	0.8	4.4	2.2	0.0	0.0	2.3	3.5	-	3.3
Total	26.0	29.0	34.0	35.5	36.5	37.2	39.7	39.8	38.4	35.6	35.9	36.9	35.1	35.6	35.3
Consumption of Other Tobacco Products															
Cigarette Tobacco (million pounds)*(a)	6.7	6.6	6.4	6.1	5.9	5.5	5.1	5.2	3.9	5.0	4.3	3.9	3.4	NA	NA
Pipe Tobacco (million pounds)	1.9	1.5	1.4	1.2	1.0	0.9	0.8	0.8	0.6	-	-	-	-	NA	NA
Cigars (million pounds)**	0.7	0.7	0.7	0.6	0.5	-	0.5	0.5	0.3	0.4	0.4	0.3	0.2	NA	NA
Cigars (million units)***	142.0	134.0	127.0	117.5	115.6	116.9	109.6	102.6	86.6	84.2	78.4	68.8	62.2	NA	NA

* The Federal Government undertook in 1983 to progressively increase the excise on cigarette tobacco to bring it to the same level as manufactured cigarettes. These increases, combined with the value offerings of 30's brands have significantly reduced the demand for cigarette tobacco. The decline in cigar volume has been caused by increases in manufacturers' C.I.F. prices, devaluation of the Australian dollar and large increases in State taxes which have significantly increased per unit prices.

** Includes sales of cigarlets.

*** Does not include cigarlets.

(a) Cigarette tobacco and pipe tobacco are combined from 1985.

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AUSTRALIA (continued)	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Smokers (% of population)															
Men	33.9	33.2	34.1	33.8	33.4	33.4	31.9	31.6	30.0	30.9	30.2	30.0	29.0	28.8	27.8
Women	29.7	29.7	30.5	30.0	30.2	29.4	29.8	29.0	27.7	27.8	28.2	27.8	27.1	26.8	26.0
Retail Channels															
% of cigarettes sold by:															
Grocers and Tobacconists	-	-	-	-	-	-	-	-	-	6.3	NA	8.5	13.3	12.6	12.1
Confectionary and Soft Drink Shops	-	-	-	-	-	-	-	-	-	27.6	NA	28.7	23.7	25.2	22.6
Supermarkets	-	-	-	-	-	-	-	-	-	39.2	NA	35.3	30.6	30.6	32.6
Other*	-	-	-	-	-	-	-	-	-	26.9	NA	27.5	32.4	31.6	32.7

* Includes: petrol service stations, convenience stores, newsagents, hotels and food service, department stores, and others

Advertising Media Available

Television	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Radio	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Newspapers (a)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Magazines	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Coupons	1	1	3	3	3	3	3	3	3	3	3	3	3	3	3
Point of Sale	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Billboards (a)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Cinema	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Sampling	1	1	3	3	3	3	3	3	3	3	3	3	3	3	3

1)Yes

2)Banned

3)Restricted

(a) Note corrections for years 1981-1984.

Advertising Expenditures

Television	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Radio	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Newspapers	NA	7,990.7	7,556.0	11,587.8	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Magazines	NA	3,440.9	3,397.0	5,461.2	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Coupons	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Transport	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Point of Sale	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Billboards	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Cinema	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Sampling	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

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AUSTRALIA (continued)

Question Sheet: Smoking and Health Categories

(1) Does your country have tar and nicotine ratings?

Yes

(2) If yes, must they be printed on the pack?

Yes

(3) Must a health warning be printed on the pack?

Yes

(4) Are there any other areas of health concern, such as carbon monoxide, etc., which are being contemplated?

No

(5) What is your country's definition of "low tar" ?

The terms low tar and low nicotine are not used in Australia in relation to tar and nicotine ratings. Cigarettes are loosely divided into regular and mild categories in common usage, and are formally classified (by the manufacturer) as C.P.M. (Tar) and nicotine ranges printed on packets. The classifications can be any one of the following, expressed as X mg C.P.M. (Tar) or less Y mg nicotine or less as per the Government agreed method. X/Y, 4/0.4, 4/0.8, 4/1.2, 4/1.6, 8/0.4, 8/0.8, 8/1.2, 8/1.6, 12/0.4, 12/0.8, 12/1.2, 12/1.6, 16/0.4, 16/0.8, 16/1.2, 16/1.6.

(6) What is your country's definition of "low nicotine" ?

(see question 5)

(7) Is your country using any fiscal policies such as raising taxes to limit the use of cigarettes?

Yes. In 1987 and 1988 two State governments imposed a "levy" equivalent to an additional 3-5% state tax, to be used to promote health and fitness, including the buy out of tobacco company sponsorship, especially in sports and the arts; automatic Federal Excise adjustments take place every six months; all States impose a State Licence Fee (in 1988 Queensland introduced a State Licence Fee of 30% where none previously existed.)

2023240010

CANARY ISLANDS	1983	1984	1985	1986	1987	1988	1989	1990
Cigarette Consumption								
Billion Units	4.2	4.4	4.7	4.6	4.9	5.0	5.2	4.8
% Filters	93.5	94.2	92.5	95.8	96.5	97.5	-	-
Types of Blends (% of market)								
Blond	57.8	60.2	62.5	69.1	68.4	71.4	-	71.1
Black	42.2	39.8	37.5	30.9	31.6	28.6	-	28.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0
Size of Cigarette (% of market)								
100 mm	2.5	2.5	2.4	2.7	2.8	2.9	-	-
King Size	92.6	93.1	93.7	93.1	93.7	94.6	-	-
Regular Size	4.9	4.4	3.9	4.2	3.5	2.5	-	-
Total	100.0	100.0	100.0	100.0	100.0	100.0	-	-
Market Share by Company (% of market)								
RJ Reynolds	29.5	32.9	32.7	34.4	33.4	34.3	35.3	32.9
Philip Morris	12.4	13.8	15.0	15.4	18.1	20.3	22.1	23.7
CITA	26.8	24.9	23.5	17.9	17.6	14.8	13.3	29.3
BAT	2.1	7.9	7.8	20.1	21.3	21.2	21.2	7.1
Tabacalera	16.5	11.6	11.8	-	-	-	-	-
TEI	4.6	4.5	4.2	5.6	5.0	5.1	-	3.5
Reemstma	1.3	1.0	-	-	-	-	-	-
Brinkman	1.0	0.9	0.9	-	-	-	-	-
Others	6.8	3.4	5.0	6.6	4.6	4.3	8.1	3.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Major Brands' Market Shares (% of Market)								
RJ Reynolds								
Winston	26.0	26.2	25.7	23.3	21.0	20.7	20.5	20.2
Camel	2.9	3.4	6.5	10.5	11.9	13.1	14.4	12.2
Others	0.6	3.3	0.5	0.6	0.5	0.5	0.4	0.4
Total	29.5	32.9	32.7	34.4	33.4	34.3	35.3	32.9
CITA								
Kruger								10.8
Coronas	23.3	22.0	19.4	14.3	14.0	11.5	10.4	11.1
Record	2.6	2.3	2.2	1.9	1.7	1.5	-	0.1
Others	0.9	0.6	1.9	1.7	1.9	1.8	-	7.3
Total	26.8	24.9	23.5	17.9	17.6	14.8	10.4	29.3
Philip Morris								
Marlboro	6.9	7.7	8.9	10.5	12.2	14.1	15.5	17.2
Swing	3.5	4.8	3.6	3.5	3.1	3.0	3.1	2.7
Others	2.0	1.3	2.5	1.4	2.8	3.2	-	3.8
Total	12.4	13.8	15.0	15.4	18.1	20.3	18.6	23.7

2023240011

CANARY ISLANDS	1983	1984	1985	1986	1987	1988	1989	1990
Tabacalera/BAT								
Kruger	10.4	10.7	10.4	9.5	10.4	10.6	10.8	-
B&H	3.2	3.4	3.2	3.8	3.5	3.6	3.4	3.1
Others	5.0	5.4	6.0	6.8	7.4	7.0	-	4.0
Total	18.6	19.5	19.6	20.1	21.3	21.2	14.2	7.1
TEI								
Rothmans	3.0	2.7	2.4	2.6	2.0	2.1	1.7	1.4
Others	1.6	1.8	1.8	3.0	3.0	3.0	2.7	2.1
Total	4.6	4.5	4.2	5.6	5.0	5.1	4.4	3.5
Regenta								
Mecaricos	2.9	1.6	3.4	2.7	2.5	2.1	1.4	1.5

Advertising Media Available (*with restrictions)

Television*	NA
Radio*	Yes
Newspapers	Yes
Cinema	Yes
Billboards	Yes
Magazines	Yes
Point of Sale*	Yes

Question Sheet: Smoking and Health Categories

- Does your country have tar and nicotine ratings?
Yes
- If yes, must they be printed on the pack?
Yes
- Must a health warning be printed on the pack?
Yes
- Are there other areas of health concern, such as carbon monoxide, etc., which are being contemplated?
No
- What is your country's definition of "low tar"?
Delivery less than 13 mg.
- What is your country's definition of "low nicotine"?
Delivery less than 0.9 mg.
- Is your country using any fiscal policies such as raising taxes to limit the use of cigarettes?
NA

2023240012

CHILE	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Cigarette Consumption														
Billion Units	9.2	9.8	10.3	10.5	10.6	9.2	8.3	8.3	NA	8.3	8.6	9.3	10.0	10.3
Export (billion units)	-	-	-	-	-	-	-	-	NA	NA	NA	NA	NA	NA
Per Capita Consumption (units)	850.0	910.0	938.0	952.0	964.0	802.0	713.0	702.0	NA	NA	NA	NA	767.9	775.0
% Filters	89.1	NA	NA	NA	NA	97.0	96.6	97.5	NA	99.7	99.8	99.8	99.2	99.2
Types of Blends (% of market)														
Darks	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Brights	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Major Brands' Market Share (% of market)														
Hilton K.S.	NA	NA	NA	NA	NA	NA	NA	NA	NA	4.6	4.8	4.7	6.3	NA
Monza	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Kent	NA	NA	NA	NA	NA	NA	NA	NA	NA	1.5	1.4	1.4	1.7	NA
Derby	NA	NA	NA	NA	NA	NA	NA	NA	NA	35.4	31.9	31.5	24.7	NA
Marlboro	NA	NA	NA	NA	NA	NA	NA	NA	NA	-	0.9	0.7	0.7	NA
Chersterfield	NA	NA	NA	NA	NA	NA	NA	NA	NA	0.6	0.5	0.8	0.6	NA
Eve	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
MarkTen	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Monterey	NA	NA	NA	NA	NA	NA	NA	NA	NA	0.1	-	-	-	NA
Bond	NA	NA	NA	NA	NA	NA	NA	NA	NA	1.0	0.6	0.6	0.7	NA
Liberty	NA	NA	NA	NA	NA	NA	NA	NA	NA	0.4	0.1	-	-	NA
Windsor 100	NA	NA	NA	NA	NA	NA	NA	NA	NA	2.8	2.2	2.1	1.3	NA
Belmont	NA	NA	NA	NA	NA	NA	NA	NA	NA	8.4	9.8	9.7	11.9	NA
Lucky Strike	NA	NA	NA	NA	NA	NA	NA	NA	NA	1.9	2.1	2.2	3.1	NA
Life	NA	NA	NA	NA	NA	NA	NA	NA	NA	4.3	3.2	3.2	4.7	NA
Viceroy	NA	NA	NA	NA	NA	NA	NA	NA	NA	7.0	5.8	5.9	6.7	NA
Cabanas R.S.P.	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Nevada	NA	NA	NA	NA	NA	NA	NA	NA	NA	0.4	0.4	0.3	-	NA
Beverly	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Advance	NA	NA	NA	NA	NA	NA	NA	NA	NA	8.6	10.1	10.0	11.9	NA
John Player	NA	NA	NA	NA	NA	NA	NA	NA	NA	0.5	0.2	0.2	0.1	NA
Cassino	NA	NA	NA	NA	NA	NA	NA	NA	NA	4.1	4.2	4.2	3.0	NA
Pall Mall	NA	NA	NA	NA	NA	NA	NA	NA	NA	1.7	3.1	3.2	4.6	NA
Others	NA	NA	NA	NA	NA	NA	NA	NA	NA	16.7	18.7	19.3	18.0	NA
Total	-	-	-	-	-	-	-	-	-	100.0	100.0	100.0	100.0	-

2023240013

CHILE (continued)	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Consumption of Other Tobacco Products														
Cigars (units)	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Cigarette & Pipe Tobacco (kil.)	2,143.0	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Snuff (thousand kilos)	-	-	-	-	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
% of Cigarettes Sold by														
Vending Machines	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Tobacconists	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Food Stores	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Advertising Media Available														
Television	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes*	Yes	Yes	Yes	Yes	Yes
Radio	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Newspapers	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Coupons	Yes	Yes	Yes	Yes	Yes	Yes	NA	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Magazines	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Billboards	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Points of Sale	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Cinema	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

NA - Not Available

*With restrictions.

Question Sheet: Smoking and Health Categories

(1) Does your country have tar and nicotine ratings?
Yes

(2) If yes, must they be printed on the pack?
No

(3) Must a health warning be printed on the pack?
Yes

(4) Are there other areas of health concern, such as carbon monoxide, etc., which are being contemplated?
No

(5) What is your country's definition of "low tar"?
Less than 10 mg.

(6) What is your country's definition of "low nicotine"?
NA

(7) Is your country using any fiscal policies such as raising taxes to limit the use of cigarettes?
No

2023240014

CHINA	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Cigarette Consumption													
Billion Units	582.2	646.4	734	795.3	804.2	910.2	1019.6	1104.5	1185.5	1272.8	1,525.4	1,576.0	1630.2
Export (billion units)						0.3	NA	0.2	1.7	5.2	15.7	25.5	68.6
Per Capita Consumption (units)	620	666	748	880.0	872	982	986	1056	1118	1118	1,386.0	1,432.0	1,330.0
% Filters	0.62	1.3	2.4	5.6	6.3	9.9	10.6	13.1	18.2	27.9	36.0	41.5	47.9
% Plain	99.4	98.7	97.6	94.4	94.2	90.1	89.4	86.9	81.9	72.1	64.0	58.5	52.1
% Menthol			0.66	0.9	0.14	0.15	0.14	0.19	0.26	0.3	0.3	0.4	0.4
% Virginia			88.6	88.3	91.2	89.7	88.6	88.4	87.2	85.2	84.4	84.2	84.4
% Blended			4	4.0	3.4	3.0	2.8	2.6	2.6	4.6	5.4	6.0	5.9
% Other			6.7	6.9	5.3	7.1	8.4	8.9	8.9	5.2	9.9	-	-
Types of Blends (% of market)	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Advertising Media Available													
Television	No	No	No	No	No	No	No	No	No	No	No	No	No
Radio	No	No	No	No	No	No	No	No	No	No	No	No	No
Newspapers	No	No	No	No	No	No	No	No	No	No	No	No	No
Coupons	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Magazines	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Billboards	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Points of Sale	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Cinema	No	No	No	No	No	No	No	No	No	No	No	No	No

NA - Not Available

*With restrictions.

Question Sheet: Smoking and Health Categories

- (1) Does your country have tar and nicotine ratings?
Tar ratings only, in classifications "high", "middle", "low".
- (2) If yes, must they be printed on the pack?
Yes
- (3) Must a health warning be printed on the pack?
Yes, "Smoking is harmful to your health" will be printed on packs for domestic sales beginning Jan. 1, 1992.
Export products are labeled according to government laws of those sales areas.
- (4) Are there other areas of health concern, such as carbon monoxide, etc., which are being contemplated?
No
- (5) What is your country's definition of "low tar"?
Below 15 mg.
- (6) What is your country's definition of "low nicotine"?
None

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FINLAND	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Cigarette Consumption														
Consumption (billion units)	6.6	6.6	6.9	7.1	6.6	6.9	7.1	7.5	6.8	7.2	7.7	7.4	7.7	7.6
Production (billion units)	7.6	7.6	9.3	9.9	12.7	8.3	7.1	7.5	7.5	NA	NA	NA	NA	NA
Export (billion units)	1.0	1.0	2.4	2.8	6.1	1.4	-	-	1.1	NA	NA	NA	NA	NA
% Filters	95.4	95.9	96.3	96.9	97.2	97.5	97.7	98.1	98.7	99.0	99.5	99.5	99.6	99.7
Per Capita Usage	1,750.0	1,750.0	1,805.0	1,845.0	1,719.0	1,769.0	-	-	1,525.0	1,472.0	1,564.0	1,505.0	1,552.0	1,545.0
Types of Blends (% of market)														
Oriental	3.2	2.8	2.5	2.1	1.8	1.6	1.5	1.3	1.0	0.6	0.5	0.3	0.3	0.2
American	92.2	92.5	92.6	93.1	93.6	94.0	94.0	94.3	94.0	94.0	93.4	92.8	91.6	90.2
Menthol	4.6	4.7	4.9	4.8	4.6	4.4	4.5	4.4	5.0	5.4	6.1	6.9	8.1	9.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Sales by Type and Size (% of market)														
Long-Size Filter	65.6	64.0	65.5	71.0	71.9	75.0	76.9	78.3	78.0	80.9	82.2	83.5	84.4	85.5
Regular-Size Filter	29.8	31.9	30.8	25.9	25.3	22.5	20.8	19.8	20.2	17.9	16.9	15.9	15.0	14.0
Plain	1.4	1.3	1.2	1.0	1.0	0.9	0.8	0.6	0.7	0.5	0.4	0.3	0.3	0.3
Papyrossi	1.7	1.5	1.4	1.1	1.0	0.9	0.8	0.7	0.6	0.4	0.3	0.2	0.2	-
Oriental Plain	1.5	1.3	1.1	1.0	0.8	0.7	0.7	0.6	0.5	0.3	0.2	0.1	0.1	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Market Share by Company (% of Market)														
Amer-Tupakka	49.7	48.2	48.9	51.6	51.3	53.8	58.0	58.4	59.6	62.0	62.9	64.8	66.0	66.7
Suomen Tupakka (BAT)	25.7	24.0	25.1	23.1	23.5	21.8	21.2	21.0	21.5	20.6	20.1	19.8	19.0	18.8
Strengberg*	24.6	27.8	26.0	25.3	25.2	24.4	20.8	20.6	18.9	17.4	17.0	15.4	15.0	14.5
Rettig*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Major Brands' Market Shares (% of market)														
Amer-Tupakka														
Marlboro	35.8	34.8	32.3	34.2	32.3	30.7	33.3	34.5	34.5	29.4	27.9	28.8	27.7	27.1
Marlboro Menthol	2.9	2.8	2.6	2.3	2.3	2.2	2.3	2.4	2.9	3.2	3.3	3.8	3.5	3.6
Form Medium Tar	2.1	1.7	1.5	1.0	0.8	0.6	0.5	0.5	0.3	0.2	-	-	-	-
Form Special	1.6	2.1	2.6	2.8	2.3	2.4	2.0	1.6	1.1	1.0	0.9	0.8	0.7	0.6
Partner	1.4	1.1	1.0	0.7	0.6	0.4	0.5	0.4	0.3	0.3	0.2	0.2	0.2	0.2
Boston	1.3	1.0	0.9	0.6	0.6	0.5	0.5	0.4	0.4	0.4	0.3	0.2	0.2	0.1
Boston King Size	-	-	-	-	-	-	-	-	0.1	-	-	-	-	-
Boston Light Kings	-	-	-	-	-	-	-	-	0.1	-	-	-	-	-
Form Menthol	1.1	1.0	1.1	0.7	0.6	0.6	0.6	0.5	0.5	0.4	0.4	0.3	0.2	0.2

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FINLAND (continued)	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Belmont*	0.8	0.9	1.3	1.6	1.9	2.4	2.7	2.5	2.1	2.3	2.2	2.1	2.0	1.9
Multifilter LS	0.6	0.6	0.5	0.4	0.4	0.4	0.4	0.4	0.3	0.3	0.3	0.3	0.3	0.3
Mell Menthol	0.5	0.4	0.4	0.2	0.2	0.1	-	-	-	-	-	-	-	-
Belmont Menthol	0.2	0.1	0.1	0.2	0.1	0.1	0.2	0.3	0.4	0.5	0.7	0.8	0.9	0.8
Virginia	NA	-	0.4	-	-	-	-	-	-	-	-	-	-	-
Bond Street	-	-	1.9	-	-	-	-	-	-	-	-	-	-	-
Strong	-	-	-	-	-	-	1.4	1.2	1.3	-	-	-	-	-
Bronson	-	-	-	-	-	-	-	-	-	-	0.1	0.1	-	-
Marlboro 100's	-	-	-	-	-	-	-	-	-	1.5	1.7	0.4	0.3	0.3
Marlboro Lights Box	-	-	-	-	-	-	-	-	-	-	-	1.6	1.9	1.8
Marlboro Lights 100's	-	-	-	-	-	-	-	-	-	-	-	0.2	0.1	0.1
Marlboro Lights Menthol	-	-	-	-	-	-	-	-	-	-	-	0.4	0.3	0.3
Belmont Extra Mild	0.2	0.2	0.4	1.1	2.6	5.4	6.8	6.9	7.3	7.0	7.5	7.6	7.8	7.7
Marlboro Lights	-	1.4	1.9	3.9	4.7	5.6	3.6	3.0	3.0	3.2	3.3	4.0	4.2	4.4
Form Light	-	-	-	0.8	0.8	0.9	0.6	0.5	0.4	0.3	0.2	0.2	0.2	0.2
Form Light Menthol	-	-	-	0.4	0.5	0.6	0.6	0.6	0.5	0.5	0.4	0.4	0.3	1.3
Belmont No. 1	-	-	-	0.2	-	-	-	-	-	-	-	-	-	-
L&M SC#	-	-	-	-	0.2	0.4	0.3	0.2	0.2	0.1	0.1	0.1	0.1	0.1
Form Extra Light	-	-	-	-	0.3	0.5	0.4	0.3	0.4	0.3	0.3	0.3	0.2	0.2
Belmont 2002	-	-	-	-	-	-	1.1	2.1	3.2	3.5	4.7	5.7	6.9	7.4
Marlboro Box	-	-	-	-	-	-	-	-	0.3	7.5	7.7	6.3	6.4	6.3
Others	1.2	0.1	-	0.5	0.1	-	0.2	0.1	-	0.1	0.7	-	1.6	1.8
Total	49.7	48.2	48.9	51.6	51.3	53.8	58.0	58.4	59.6	62.0	62.9	64.6	66.0	66.7
Suomen Tupakka														
North State	1.4	1.3	1.2	1.0	1.0	0.9	0.8	0.6	0.7	0.6	0.4	0.3	0.3	0.3
North State	21.9	20.4	21.5	17.8	17.7	16.8	15.9	15.0	15.3	15.3	15.0	13.0	12.5	11.8
Gold Dollar	0.9	0.6	0.5	0.4	0.3	0.3	0.3	0.2	0.2	0.2	0.1	0.1	0.1	0.1
L&M#	0.9	0.7	0.6	0.4	0.2	-	-	-	-	-	-	-	-	-
Prince	0.6	0.6	0.4	0.3	0.2	0.1	0.1	-	-	-	-	-	-	-
Lucky Strike	NA	-	-	-	0.1	-	-	-	-	-	-	-	-	-
Mary Slim	NA	NA	-	-	0.9	-	-	-	-	-	-	-	-	-
North State Medium	-	-	-	0.5	0.7	0.7	0.7	0.8	0.7	0.6	0.6	0.6	0.5	0.4
North State Mild	-	-	-	0.2	-	0.7	0.7	0.5	0.5	0.5	0.4	0.4	-	-
North State Menthol Line	-	-	-	-	-	-	-	-	-	-	-	-	0.1	-
North State Blue	-	-	-	-	-	-	-	-	-	-	-	0.3	0.2	0.4
John Player Special Box	-	-	-	-	-	-	-	-	-	-	-	0.2	0.2	0.2
John Player Special Soft	-	-	-	-	-	-	-	-	-	-	-	0.2	0.1	0.1
Kevyt 1 Ks.	-	-	-	-	-	-	-	-	-	-	-	-	0.2	-
Barclay Menthol	-	-	-	-	-	-	-	-	-	0.6	0.5	0.8	0.9	1.4
Barclay 100s	-	-	-	-	-	-	-	-	-	0.2	0.5	0.8	0.1	0.1
North State Blue Line	-	-	-	0.2	-	0.7	0.7	0.5	0.5	0.5	0.4	0.4	0.4	0.4
North State Long	-	-	-	-	0.1	-	-	-	0.3	-	0.3	0.3	0.3	-
Prince Lights	-	-	-	0.1	-	-	-	-	-	-	-	-	-	-
Barclay Soft	-	-	-	-	-	-	-	0.4	0.5	0.5	0.6	0.7	0.8	0.9
Barclay Box	-	-	-	-	-	-	-	1.0	1.4	1.3	1.3	1.4	1.6	1.8
Life	NA	0.4	-	-	-	-	-	-	-	-	-	-	-	-
Pall Mall Mild	NA	NA	-	-	-	-	-	-	-	-	-	-	-	-

2023240017

FINLAND (continued)	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
*Kent Long Size	-	-	0.5	0.8	0.7	0.7	0.7	0.6	0.6	0.5	0.5	0.4	0.4	0.4
*Kent Mild	-	-	0.1	0.2	-	-	-	-	-	-	-	-	-	-
*Newport	-	-	0.1	0.3	0.2	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.1	0.2
Feeling Free	-	-	0.2	0.2	0.1	-	-	-	-	-	-	-	-	-
Kevytsavuke 1	-	-	-	0.9	0.8	0.9	0.9	0.9	0.6	0.5	0.5	0.4	0.1	0.1
Kent GL	-	-	-	-	0.2	0.1	0.1	-	-	-	-	-	-	-
Kevytsavuke S	-	-	-	-	0.3	0.3	0.3	0.2	0.1	0.1	-	-	-	-
Kevytsavuke 10	-	-	-	-	-	0.1	0.1	-	-	-	-	-	-	-
Kent de Luxe	-	-	-	-	-	-	-	0.2	0.2	0.2	0.2	0.1	-	-
Capri	-	-	-	-	-	-	-	-	-	-	-	0.1	-	-
Capri Menthol	-	-	-	-	-	-	-	-	-	-	-	0.1	0.1	0.1
Kim	-	-	-	-	-	-	-	-	-	-	-	0.1	-	-
Kim Menthol	-	-	-	-	-	-	-	-	-	-	-	0.1	0.1	0.1
Others	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	25.7	24.0	25.1	23.1	23.5	21.8	21.5	21.1	21.8	21.9	21.5	21.0	19.1	18.8

#Produced by Amer-Tupakka since September 1981

Oy Retlig-Strengberg Ab														
Klubi 77 (Non-filter)	1.7	1.5	1.4	1.1	1.0	0.9	0.8	0.7	0.5	0.4	0.3	0.2	0.2	0.2
Klubi 22 (Non-filter)	0.8	0.7	0.7	0.6	0.6	0.5	0.5	0.4	0.3	0.2	0.1	0.1	0.1	0.1
Tyomies (Non-filter)	0.4	0.3	0.3	0.2	0.3	0.3	0.2	0.2	0.2	0.1	0.1	-	-	-
Saimaa (Non-filter)	0.2	0.2	0.1	0.1	-	-	-	-	-	-	-	-	-	-
Fennia 2 (Non-filter)	0.1	0.1	-	-	-	-	-	-	-	-	-	-	-	-
Colt Long Size	15.5	14.1	13.6	10.9	11.2	10.2	9.7	9.4	8.0	7.7	7.5	6.5	6.1	5.8
Smart Senior	1.5	1.0	0.9	0.6	0.5	0.5	0.4	0.4	0.4	0.3	0.3	0.2	0.2	0.1
*Kent Long Size	1.3	1.1	0.6	-	-	-	-	-	-	-	-	-	-	-
Camel #	0.6	0.6	0.5	0.5	0.6	0.6	0.7	0.8	1.0	1.1	1.5	1.1	1.4	1.5
Colt Regular	0.4	0.6	0.5	0.4	0.4	0.1	-	-	-	-	-	-	-	-
*Newport	0.4	0.4	0.2	-	-	-	-	-	-	-	-	-	-	0.2
*Kent Mild	0.2	0.3	0.2	-	-	-	-	-	-	-	-	-	-	-
Colt Menthol	NA	0.1	0.1	-	-	-	-	-	-	-	-	-	-	-
Twenty Gold	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Armro	0.9	3.8	2.7	2.2	2.0	1.6	1.4	1.3	1.2	1.0	0.9	0.7	0.7	0.7
Armro Mild	0.6	2.7	2.6	2.7	2.5	2.0	1.8	1.6	1.5	1.2	1.1	1.0	0.9	0.9
Armro Mild Menthol	-	0.3	0.2	0.2	0.1	-	-	-	-	-	-	-	-	-
Colt Lights	-	-	0.3	0.4	0.5	0.5	0.3	0.3	0.3	0.2	0.2	0.2	-	0.1
Kevytsavuke 5	-	-	1.1	4.5	3.7	4.3	2.9	2.7	2.2	2.1	1.9	1.7	1.6	1.5
Kevytsavuke 5 menthol	-	-	-	0.5	0.4	0.5	0.4	0.3	0.3	0.3	0.3	0.3	0.2	0.2
Kevytsavuke 3	-	-	-	0.2	0.8	1.2	0.9	0.8	0.7	0.8	0.8	0.8	0.7	0.7
Ultra Kevyt 1	-	-	-	0.2	0.5	0.8	0.7	0.8	0.7	0.8	0.8	0.8	0.9	0.7
Salem Lights	-	-	-	-	0.1	0.1	0.1	0.1	0.1	-	-	-	-	0.1
Colt Medium	-	-	-	-	-	0.2	-	-	-	-	-	-	-	-
Colt Light Ks.	-	-	-	-	-	-	-	-	-	-	-	-	0.2	0.1
Colt Lights Menthol	-	-	-	-	-	-	-	-	-	0.2	0.3	0.5	0.6	-
Camel Box	-	-	-	-	-	-	-	-	-	-	0.2	0.3	0.5	0.7
Camel Lights	-	-	-	-	-	-	-	-	-	-	-	-	0.1	0.6
Colt Ultra	-	-	-	-	-	0.1	-	-	-	-	-	-	-	-

*Produced by Suomen Tupakka since September 1979

2023240018

FINLAND (continued)	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Colt Box International	-	-	-	-	-	-	-	0.7	0.8	0.6	0.5	0.2	-	-
Dunhill Full Flavor	-	-	-	-	-	-	-	-	0.1	0.1	0.1	-	-	-
Dunhill Special Light	-	-	-	-	-	-	-	-	0.1	0.1	0.1	-	-	-
Hudson Box	-	-	-	-	-	-	-	-	0.3	-	-	-	-	-
Hudson Soft	-	-	-	-	-	-	-	-	0.1	-	-	-	-	-
Kevystavute 5/10	-	-	-	-	-	-	-	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Times	-	-	-	-	-	-	-	-	-	0.2	0.1	-	-	-
Times Menthol	-	-	-	-	-	-	-	-	-	-	0.1	-	-	-
Times Light	-	-	-	-	-	-	-	-	-	-	0.1	-	-	-
Others	-	-	-	-	-	-	-	-	-	-	0.1	-	-	0.2
Total	24.6	27.8	26.0	25.3	25.2	24.4	20.8	20.6	18.9	17.4	17.4	15.4	15.0	14.5

#Launched September 1, 1975

*Produced by Suomen Tupakka since September 1979

Consumption of Other Tobacco Products (tons)

Cigars and Cigaretts	94.0	84.0	77.0	65.0	63.0	57.0	62.0	65.0	65.0	71.0	77.0	78.0	85.2	NA
Cigarette and Pipe Tobacco	1,247.0	1,152.0	1,177.0	880.0	903.0	900.0	835.0	843.0	828.0	769.0	756.0	680.0	665.3	NA
Chewing Tobacco	-	-	0.9	0.9	0.7	0.6	NA	0.5	0.5	NA	NA	NA	NA	NA
Snuff	27.5	28.5	32.0	37.9	43.2	44.2	NA	53.6	66.0	NA	NA	NA	NA	NA

Smokers (% of population)

Men	33.4	NA	34.2	31.9	33.3	28.4	29.5	33.3	32.2	32.0	33.0	33.2	NA	NA
Women	16.0	NA	19.7	21.0	22.3	19.0	19.0	16.9	17.8	17.0	18.0	21.1	NA	NA

Retail Channels

% of Cigarettes Sold by:

Vending Machines	-	-	-	-	0.8	1.0	NA	NA	1.0	0.1	NA	NA	NA	NA
Tobacconists and Kiosks	17.0	17.0	19.0	19.0	19.0	20.0	NA	16.0	16.0	17.0	17.0	18.0	18.0	18.0
Food Stores	18.0	12.0	10.0	10.0	-	-	NA	45.0	45.0	45.0	45.0	45.0	45.0	45.0

Advertising Media Available*

Television	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Radio	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Newspapers	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Coupons	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Magazines	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Billboards	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Point of Sale	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Cinema	No	No	No	No	No	No	No	No	No	No	No	No	No	No

*Tobacco advertising is banned in Finland

NA - Not available

2023240019

Finland (continued)

Question Sheet: Smoking and Health Categories

(1) Does your country have tar and nicotine ratings?

Yes tar 15 mg/cig
 nic. 1.2 mg/cig
 CO 12 mg/cig

(2) If yes, must they be printed on the pack?

Yes

(3) Must a health warning be printed on the pack?

Yes

(4) Are there other areas of health concerns, such as carbon monoxide, etc., being contemplated?

Yes

(5) What is your country's definition of "low"

(6) What is your country's definition of "low"

}
tar 10 mg/cig.
nic. .7 mg/cig.
CO. 8 mg/cig.

(A cigarette is classified as "dangerous" if all of these three conditions are fulfilled.)

(7) Is your country using and fiscal policies such as raising taxes to limit the use of cigarettes?

Not at the moment

2023240020

FRANCE	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Cigarette Consumption														
Billion Units	83.8	82.5	87.9	84.5	85.4	86.4	87.9	89.7	94.7	93.4	94.1	93.2	95.3	95.8
Per Capita (15 years & above)	2,077.0	2,040.0	2,176.0	NA	NA	NA	NA	NA	2,200.0	NA	2,164.0	2,385.0	2,276.0	-
% Exports	12.8	8.7	NA	NA	NA	10.7	NA	8.3	NA	NA	NA	NA	NA	NA
% Filters	58.4	58.3	60.6	NA	62.4	63.6	65.3	67.7	70.1	71.7	73.3	75.2	76.0	78.6
Types of Blends (% of market)														
Local Black	NA	NA	NA	NA	NA	NA	NA	NA	48.6	45.8	43.0	41.4	39.4	36.3
Foreign Black	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	0.4	NA	NA	-
Total Black	NA	NA	NA	NA	64.6	60.8	57.1	52.8	48.6	45.8	43.4	41.4	39.4	36.3
Local Blond	NA	NA	NA	NA	NA	5.7	6.2	NA	NA	11.7	12.1	12.3	12.2	63.7
Foreign Blond	NA	NA	NA	NA	NA	33.5	36.7	NA	NA	42.5	44.5	46.3	48.4	
Total Blond	NA	NA	NA	NA	35.4	39.2	42.9	47.2	51.4	54.2	56.6	58.6	60.6	
Total	NA	NA	NA	NA	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Size of Cigarette (% of market)														
70 - 82 mm	NA	NA	NA	71.0	NA	NA	NA	NA	46.7	43.7	41.3	53.1	44.9	41.6
83-85 mm	NA	NA	NA	26.0	NA	NA	NA	NA	49.8	52.5	54.7	42.4	50.4	53.5
90 mm and over	NA	NA	NA	3.0	3.1	3.2	3.3	3.3	3.5	3.8	4.0	4.5	4.7	4.9
Total	NA	NA	NA	100.0	NA	NA	NA	NA	100.0	100.0	100.0	100.0	100.0	100.0
Market Share by Company (% of Market)														
Selta	87.2	83.9	79.4	74.5	70.3	66.6	63.3	62.1	60.0	57.5	55.1	53.6	51.6	49.3
Rothmans International	5.8	7.4	9.9	12.6	14.5	15.3	15.4	15.1	14.9	14.6	14.7	14.5	14.3	14.0
Philip Morris	2.3	3.4	4.8	7.7	9.9	11.8	14.3	15.8	17.4	18.7	20.0	21.1	22.7	24.2
BAT	1.5	1.8	1.7	1.7	1.5	1.4	1.5	1.7	-	1.6	1.7	1.6	1.5	1.5
Reynolds	1.5	2.0	2.6	3.1	3.3	3.4	3.8	4.5	5.1	5.8	6.6	7.3	7.8	8.4
American Tobacco	0.2	0.5	-	-	-	-	-	-	-	-	-	-	1.1	1.6
Job Bastos (Corsica)	0.4	0.4	0.4	-	-	-	-	-	-	-	0.9	-	-	-
Lorillard	0.2	-	-	-	-	-	-	-	-	-	-	-	0.1	-
Liggett & Myers	0.1	0.1	-	-	-	-	-	-	-	-	-	-	-	-
Carreras	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	0.8	0.5	1.2	0.4	0.5	1.5	1.7	0.8	2.6	1.8	1.0	1.9	0.9	1.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

*Included in Philip Morris

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FRANCE	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Major Brands' Market Share (% of market)														
Seita														
Group of Gauloises	52.7	53.5	48.3	42.6	41.3	37.9	-	37.3	36.2	35.6	34.5	33.9	32.9	31.8
Group of Gitanes and Brunes Supérieurs	21.8	22.5	20.8	19.2	18.0	17.2	-	15.7	14.8	14.2	13.2	12.2	11.6	11.2
Group of Royales	2.8	0.6	2.7	-	3.6	4.0	-	4.1	4.1	4.3	4.3	4.5	4.4	4.7
Group of Françaises	0.9	-	-	3.0	-	-	-	0.4	0.4	0.3	0.3	0.6	0.2	0.2
Gallia	0.8	0.8	0.6	-	0.9	-	-	0.7	0.7	0.6	0.5	0.5	0.4	0.3
Other	8.2	6.5	7.0	9.7	6.5	7.5	63.3	3.9	3.8	2.5	2.3	1.9	2.1	1.1
Total	87.2	83.9	79.4	74.5	70.3	66.6	63.3	62.1	60.0	57.5	55.1	53.6	51.6	49.3
Rothmans International														
Dunhill Group									1.4	1.4	1.5	1.5	1.6	1.6
Peter Stuyvesant Group	3.1	3.9	3.8	4.3	10.9	10.4	-	8.8	9.5	9.4	9.6	9.3	9.1	9.0
Rothman Group	0.4	0.6	0.5	-	0.9	0.9	-	0.4	2.9	2.8	2.8	2.8	2.8	2.5
Other	2.7	3.5	6.1	8.3	3.6	4.9	15.4	6.3	0.9	0.9	0.8	0.9	0.8	0.9
Total	5.8	7.4	9.9	12.6	14.5	15.3	15.4	15.1	14.7	14.5	14.7	14.5	14.3	14.0
Philip Morris														
Marlboro	1.8	2.7	4.2	6.7	8.7	10.6	NA	13.8	14.7	15.4	16.2	16.8	18.2	18.7
Philip Morris	NA	NA	NA	NA	NA	NA	NA	0.3	2.0	2.7	3.1	3.5	3.7	4.5
Other	0.5	0.7	0.6	1.0	1.2	1.2	14.3	1.7	0.7	0.6	0.7	0.8	0.8	1.0
Total	2.3	3.4	4.8	7.7	9.9	11.8	14.3	15.8	17.4	18.7	20.0	21.1	22.7	24.2
Reynolds														
Camel Filter	0.7	1.0	1.4	1.7	2.4	2.1	-	3.7	4.3	5.1	5.8	6.3	6.5	7.4
Other	0.8	1.0	1.2	1.4	0.9	1.3	3.6	0.8	0.8	0.7	0.8	1.0	1.3	1.0
Total	1.5	2.0	2.6	3.1	3.3	3.4	3.8	4.5	5.1	5.8	6.6	7.3	7.8	8.4
Consumption of Other Tobacco Products														
Chewing tobacco (thousand kgs.)	NA	527.0	NA	NA	NA	331.0	342.0	322.0	334.0	NA	310.0	NA	NA	NA
Cigars (millions)	NA	1,835.0	NA	NA	NA	1,726.0	1,613.0	1,550.0	750.0	NA	1,533.0	NA	1,459.2	NA
Pipe Tobacco (million kgs.)	NA	NA	7,503.0	NA	NA	6,810.0	6,591.0	6,381.0	6,473.0	NA	5,526.0	NA	4,987.0	NA
Snuff (thousand kgs.)	NA	127.0	NA	NA	NA	85.0	73.0	68.0	69.0	NA	57.0	NA	NA	NA
Retail Channels														
Tobacconists only														
Smokers														
% Men	NA	55.9	63.0	NA	NA	51.3	NA	NA	60.0	60.0	59.0	60.0	59.0	NA
% Women	NA	44.1	37.0	NA	NA	48.7	NA	NA	40.0	40.0	41.0	40.0	41.0	NA

2023240022

FRANCE

Advertising Media Available

Television	no
Radio	no
Newspapers*	yes
Coupons	no
Magazines	yes
Billboards*	no
Point of Sale	yes
Cinema*	no

*With limitations

Question Sheet: Smoking and Health Categories

- 1) Does your country have tar and nicotine ratings?
Yes
- 2) If yes, must they be printed on the pack?
Yes
- 3) Must a health warning be printed on the pack?
Yes
- 4) Are there other areas of health concerns, such as carbon monoxide, etc., which are being contemplated?
No
- 5) What is your country's definition of "low tar"?
Below 11.5 mg.
- 6) What is your country's definition of "low nicotine"?
NA
- 7) Is your country using and fiscal policies such as raising taxes to limit the use of cigarettes?
No

2023240023

GHANA	1984	1985	1986	1987	1988	1989	1990
Cigarette Consumption (Millions)	2.0	1.9	1.7	1.7	1.8	1.7	1.6
% Filters	86.0	88.0	91.0	92.0	95.0	95.0	95.0
% Plain	14.0	12.0	9.0	8.0	5.0	5.0	5.0
						100.0	100.0
Size of Cigarettes (% of market)							
Under 80 mm	14.0	12.0	10.0	8.0	5.0	5.0	5.0
80 - 85 mm	86.0	88.0	90.0	92.0	95.0	95.0	95.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pack (% of market)							
Soft Pack	14.0	12.0	17.0	23.0	10.0	18.0	19.0
Hard Pack	86.0	88.0	83.0	77.0	90.0	82.0	81.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Menthol (% of market)	2.0	2.0	1.0	0.3	0.1	-	-
Types of Blends (% of market)							
Air Cured	2.0	12.0	9.0	8.0	5.0	5.0	5.0
Virginia	98.0	88.0	91.0	92.0	95.0	95.0	95.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Company Shares (% of market)							
BAT	76.0	78.0	76.0	84.0	89.0	95.0	88.0
Rothmans	11.0	17.0	18.0	12.0	6.0	2.0	12.0
Others	13.0	5.0	6.0	4.0	5.0	3.0	-
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Major Brands' % Market Shares							
Embassy	49.0	48.0	47.0	50.0	75.0	70.0	58.0
Diplomat	8.0	-	4.0	11.0	4.0	12.0	13.0
Slate Express	10.0	17.0	14.0	16.0	5.0	7.0	12.0
Rothmans	-	14.0	10.0	6.0	4.0	2.0	10.0
Tusker	12.0	9.0	7.0	5.0	3.0	3.0	3.0
Others	33.0	12.0	18.0	12.0	9.0	6.0	4.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

2023240024

GREAT BRITAIN	1987	1988	1989	1990
Cigarette Consumption				
Billion Units	97.0	98.1	98.7	99.6
% Filter	97.3%	NA	NA	NA
% Plain	2.7%	NA	NA	NA
Size of Cigarette (% of Market)				
Under 80 mm	NA	NA	NA	NA
80-85 mm	NA	NA	NA	NA
Total	NA	NA	NA	NA
Pack (% of market)				
Soft Pack	NA	NA	NA	NA
Hard Pack	NA	NA	NA	NA
Total	NA	NA	NA	NA
Menthol (% of market)				
Blend Type (% U.K. Market)	NA	NA	NA	NA
Air Cured	NA	NA	NA	NA
Virginia	NA	NA	NA	NA
Black	NA	NA	NA	NA
Market Share by Company (% of market)				
Gallaher	36.1	39.4	40.6	41.8
Wills	22.7	22.7	22.6	22.4
Player	17.7	15.4	13.8	10.9
Carreras Rothmans	9.8	9.2	9.5	9.1
Philip Morris	4.9	5.1	5.1	4.8
R.J. Reynolds	3.3	3.4	3.6	3.4
Others	5.5	4.8	4.8	7.6
Total	100.0	100.0	100.0	100.0
Major Brands' Market Shares (% of market)				
Benson & Hedges	17.9	18.7	18.6	18.5
Embassy	13.2	12.9	13.1	13.5
J. Player KS/Special	12.1	10.6	10.1	9.2
Silk Cut	6.1	6.9	7.7	8.4
Berkeley	5.7	7.1	7.7	8.1
Lambert & Butler	5.4	6.3	6.4	6.1
Dorchester	3.0	3.0	3.2	3.0
Raffles	2.5	2.8	2.7	2.4
Marlboro	2.5	2.4	2.4	2.4
Rothmans	2.6	2.3	2.3	2.1
More	0.2	0.3	0.3	0.3
Camel	0.1	0.1	0.1	0.2
Others	28.7	26.6	25.4	25.8
Total	100.0	100.0	100.0	100.0

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GREECE	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Cigarette Consumption														
Metric Tons	23.8	24.9	24.9	24.9	-	-	-	-	-	-	-	-	-	-
Billion Units	20.9	21.9	21.9	21.9	23.5	25.7	26.6	28.2	28.9	30.0	29.0	28.8	28.7	29.0
% Filters	88.6	89.5	90.6	91.5	-	94.0	93.3	92.7	93.9	94.1	94.7	94.9	95.0	96.3
Per Capita	2,322.0	2,433.0	2,430.0	2,360.0	-	2,647.0	2,743.0	2,820.0	2,970.0	NA	NA	NA	NA	NA
Types of Blends (% of Market)														
Oriental	91.3	88.7	85.4	80.2	71.4	67.4	67.7	66.3	62.0	57.9	53.7	52.8	NA	NA
American Blend	1.4	2.9	-	11.9	16.1	18.5	23.8	19.6	22.7	25.1	24.4	19.7	NA	NA
German Blend	2.8	3.3	1.5	3.2	3.2	3.1	1.4	0.5	2.4	3.1	3.8	5.7	NA	NA
American Imitation	4.5	5.0	4.4	4.7	4.5	4.8	-	6.1	8.8	9.1	8.5	14.0	NA	NA
Imports	-	-	-	-	4.8	6.2	4.8	4.1	4.1	4.8	5.9	7.8	NA	NA
Others	-	0.1	8.7	-	-	-	2.3	3.4	-	-	3.7	-	NA	NA
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	NA	NA
Size of Cigarettes (% of Market)														
Nonfilter														
Regular Size	11.4	10.5	9.4	8.5	NA	7.5	-	-	NA	NA	NA	5.1	5.0	3.7
King Size	-	-	-	-	NA	0.3	-	-	NA	NA	NA	-	-	-
Filter														
Regular Size	34.6	30.6	27.4	23.2	NA	20.0	-	-	NA	NA	NA	-	-	-
King Size	51.6	55.8	60.0	65.0	NA	69.3	-	-	NA	NA	93.3	94.9	95.0	96.3
100 mm.	2.2	2.9	0.8	3.3	NA	3.1	-	-	NA	NA	6.7	-	-	-
Menthol	0.2	0.2	0.5	0.2	NA	0.1	-	-	NA	NA	NA	-	-	-
Market Share by Company (% of Market)														
Karelitas	37.5	35.1	33.1	30.0	26.9	25.2	26.9	27.9	26.1	24.2	23.1	25.0	25.0	21.9
Papastratos	32.5	36.2	39.0	42.0	40.1	41.0	41.3	39.6	39.0	40.4	39.4	38.1	36.9	36.0
Keranis	16.6	16.0	14.8	14.3	13.6	14.0	12.9	13.6	12.1	12.0	11.8	8.4	7.7	8.3
Georgiades	11.1	10.5	10.9	10.1	9.6	8.8	8.0	7.8	8.8	8.7	8.4	5.2	4.8	6.1
Constantinou	2.3	2.2	2.2	2.2	2.1	2.1	2.1	2.1	1.8	1.6	1.9	2.5	3.9	1.2
Sekap	-	-	-	-	-	2.7	0.7	4.9	8.1	8.2	9.4	9.6	10.8	11.1
Imports	-	-	-	1.4	7.7	6.2	8.1	4.1	4.1	4.9	6.0	11.2	10.9	16.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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GREECE (continued)	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Major Brands' Market Shares (% of Market)														
Karelia														
Karelia Filter	27.8	26.3	24.9	22.3	19.5	16.9	15.9	14.5	12.8	12.3	11.0	10.9	16.5	9.4
Rex Filter	4.1	4.1	3.7	3.1	3.1	3.2	2.4	2.3	1.9	1.8	1.7	1.6	NA	1.2
Recor Filter	1.3	1.2	0.9	-	-	-	-	-	-	-	0.2	0.2	NA	NA
Telelon	1.7	1.4	1.2	1.0	-	-	-	-	-	-	0.1	0.1	NA	NA
Karelia Lights	-	-	-	-	-	-	-	6.4	5.8	5.6	5.8	5.7	NA	5.2
Camel Filter	-	-	-	-	-	-	-	1.3	1.7	2.6	3.4	3.4	4.7	4.5
Winston*	-	-	-	-	-	-	-	0.8	0.7	0.2	-	0.9	0.9	-
Others	2.6	2.1	2.4	3.6	4.3	5.1	8.6	2.6	3.2	1.7	0.9	2.2	2.9	1.6
Total	37.5	35.1	33.1	30.0	26.9	25.2	26.9	27.9	26.1	24.2	23.1	25.0	25.0	21.9
Papastratos														
No. 1 Filter	14.1	15.2	15.3	14.4	11.8	13.3	12.2	11.1	11.3	12.5	9.0	9.6	NA	-
No. 1 Export	5.1	5.9	6.2	6.2	5.7	5.3	5.9	4.0	3.2	3.2	3.2	2.7	NA	2.0
Old Navy	3.0	2.6	2.4	2.3	2.0	2.2	2.0	1.5	1.3	1.3	1.5	1.0	NA	0.9
Astor	2.8	3.0	2.7	2.5	1.7	-	0.9	-	0.6	-	-	-	-	0.3
No. 1 Plain	2.7	2.9	2.9	3.0	2.7	3.1	3.6	3.4	3.2	3.0	2.6	2.6	NA	1.9
Marlboro	1.0	2.4	5.8	10.3	13.9	15.6	16.2	14.1	14.9	15.7	15.5	12.3	14.0	2.4
Regias Filter	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No. 1 Super (100)	0.7	1.0	1.1	1.2	-	0.8	-	0.9	0.9	1.0	1.2	1.3	NA	1.3
No. 1. Shoulder	-	-	-	-	-	-	-	2.0	2.0	NA	1.7	1.9	NA	-
Marlboro Lights	-	-	6.0	-	-	-	-	1.1	-	1.2	1.3	1.1	NA	1.3
No. 1 International	-	-	-	-	-	-	-	0.3	0.3	1.3	2.1	3.8	NA	4.6
Others	3.1	3.2	3.4	2.1	2.3	0.7	0.5	1.2	1.3	1.2	1.3	1.8	NA	1.3
Total	32.5	36.2	39.0	42.0	40.1	41.0	41.3	39.6	39.0	40.4	39.4	38.1	36.9	36.0
Keranis														
Pallas Filter	2.3	2.1	1.7	NA	1.1	1.8	-	1.3	1.2	1.1	1.1	1.0	NA	0.9
Ethnos Filter	2.7	2.3	2.1	1.7	NA	1.3	-	1.2	1.0	0.8	0.8	0.6	NA	NA
Ethnos Extra	2.5	2.1	1.6	1.4	NA	-	-	-	-	-	-	-	-	-
Oscar 100	1.7	1.9	1.9	1.9	NA	2.6	2.7	2.2	2.0	2.0	2.0	1.8	1.6	0.1
Aroma Filter	1.6	1.2	1.1	1.0	NA	1.0	-	1.2	1.0	-	0.9	0.4	NA	NA
Keranis Filter	1.3	1.8	1.8	1.8	NA	2.2	-	2.3	2.1	2.0	2.1	2.0	2.1	1.9
Kent	-	-	-	-	NA	-	1.5	-	0.9	1.0	0.9	0.6	NA	0.6
H.B.	-	-	-	-	NA	-	1.0	-	0.7	0.8	0.8	0.5	NA	0.6
Others	4.5	4.6	4.6	6.5	12.5	5.1	7.7	5.4	3.2	4.3	3.2	1.5	NA	1.9
Total	16.6	16.0	14.8	14.3	13.6	14.0	12.9	13.6	12.1	12.0	11.8	8.4	7.7	8.3
Georgiadis														
No. 22 Filter	0.1	0.1	0.1	0.1	0.1	0.1	-	0.1	0.0	0.0	-	-	-	-
No. 22 Special	-	-	-	-	-	-	-	1.8	1.2	0.8	0.8	0.7	NA	2.7
Rothmans (Local)	-	-	-	-	-	-	-	0.4	2.0	2.5	2.8	2.4	4.0	0.6
22 Ultra Lights	-	-	-	-	-	-	-	-	1.1	1.0	0.9	0.8	NA	2.0
Others	0.4	0.3	0.2	0.2	0.2	0.2	-	0.4	-	0.3	3.9	1.3	NA	0.6
Total	11.1	10.5	10.9	10.1	9.6	8.8	8.0	7.8	8.8	8.7	8.4	5.2	4.8	6.1

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GREECE (continued)	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Constantinou														
Sante Plain	1.2	1.0	1.1	1.2	1.1	1.3	-	1.4	1.1	1.0	1.0	0.9	NA	NA
Sante Filter	1.1	1.2	1.1	1.0	1.0	0.8	-	0.7	0.7	0.6	0.6	0.4	NA	1.2
Others	-	-	-	-	-	-	-	-	-	-	0.3	1.2	NA	NA
Total	2.3	2.2	2.2	2.2	2.1	2.1	2.1	2.1	1.8	1.6	1.9	2.5	3.9	1.2
Sekap														
Cooper	-	-	-	-	-	-	-	1.3	4.2	5.1	5.1	5.1	7.3	4.5
West	-	-	-	-	-	-	-	1.3	0.7	-	-	-	-	-
Astor	-	-	-	-	-	-	-	0.6	0.5	0.4	0.4	0.3	NA	0.3
R6	-	-	-	-	-	-	-	0.5	0.5	0.4	0.3	0.3	NA	0.3
Kiretsiller	-	-	-	-	-	-	-	0.4	0.2	0.2	0.2	0.1	NA	NA
Others	-	-	-	-	-	2.7	0.7	0.8	2.0	2.1	3.4	3.8	NA	6.0
Total	-	-	-	-	-	2.7	0.7	4.9	8.1	8.2	9.4	9.6	10.8	11.1
Imports														
Mil Sorte	-	-	-	-	-	3.1	1.9	1.1	1.1	0.9	0.9	0.6	NA	0.6
Rothmans	-	-	-	-	-	-	-	1.0	-	0.2	0.5	0.3	NA	0.4
Dunhill International	-	-	-	-	-	-	-	-	0.6	0.4	0.4	0.3	NA	0.5
Silk Cut	-	-	-	-	-	-	-	0.5	0.5	0.4	0.4	0.6	NA	0.8
Others	-	-	-	1.4	7.7	3.1	6.2	1.5	1.9	3.0	3.8	9.4	NA	14.3
Total	-	-	-	1.4	7.7	6.2	8.1	4.1	4.1	4.9	6.0	11.2	10.9	16.6
Consumption of Other Tobacco Products														
Cigars (millions)	-	-	-	-	-	-	7.4	5.9	3.3	NA	NA	NA	NA	NA
Retail Channels ** (% of Cigarettes Sold by:)														
Tobacconists	90.0	90.0	88.0	88.0	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Food Stores	3.0	3.0	3.0	3.0	NA	NA	NA	NA	NA	-	-	-	-	NA
Others	7.0	7.0	9.0	9.0	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Total	100.0	100.0	100.0	100.0	-	-	-	-	-	-	-	-	-	NA
Smokers														
% Men	75.0	72.0	66.0	64.0	NA	61.0	-	70.0	65.0	NA	0.6	64.0	NA	59.0
% Women	25.0	27.0	29.0	29.0	NA	30.0	-	30.0	35.0	NA	39.0	36.0	NA	41.0
Total	100.0	99.0	95.0	93.0	NA	91.0	-	100.0	100.0	NA	39.6	100.0	NA	100.0
Advertising Media Available														
Television	Yes	Yes	Yes	Yes	NA	NA	No	No	Yes	No	No	No	No	No
Radio	Yes	Yes	Yes	Yes	NA	NA	No	No	No	No	No	No	No	No
Newspapers*	Yes	Yes	Yes	Yes	NA	NA	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Coupons	Yes	Yes	Yes	Yes	NA	NA	Yes	Yes	No	No	Yes	Yes	Yes	No
Magazines	No	No	No	No	No	NA	No	No	Yes	Yes	No	No	No	Yes
Billboards	Yes	Yes	Yes	Yes	NA	NA	NA	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Point of Sale	Yes	Yes	Yes	Yes	NA	NA	NA	Yes	No	Yes	Yes	Yes	Yes	Yes
Cinema	Yes	Yes	Yes	Yes	NA*	NA	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

*With restrictions

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GREECE (continued)	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Advertising Media (% of expenditures)														
Cinema	9.0	12.0	15.0	15.0	NA	NA	NA	NA	NA	7.2	NA	NA	NA	NA
Newspapers/Magazines	41.0	65.0	65.0	65.0	NA	NA	NA	NA	NA	29.8	40.8	46.8	NA	NA
Point of Sale	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Television	39.0	5.0	-	-	NA	NA	NA	NA	NA	-	-	-	-	NA
Billboards	6.0	17.0	20.0	20.0	NA	NA	NA	NA	NA	48.3	59.2	53.2	NA	NA
Miscellaneous	-	NA	NA	NA	NA	NA	NA	NA	NA	14.7	NA	NA	NA	NA
Radio	5.0	1.0	-	-	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Total	100.0	100.0	100.0	100.0	NA	NA	NA	NA	NA	100.0	100.0	100.0	NA	NA

NA = Not available

**The vast majority of cigarettes are distributed through Kiosks.

Question Sheet: Smoking and Health Categories

(1) Does your country have tar and nicotine ratings?
No

(2) If yes, must they be printed on the pack?
No (Yes from Feb. 1989)

(3) Must a health warning be printed on the pack?
Yes

(4) Are there other areas of health concern, such as carbon monoxide, etc., which are being contemplated?
No

(5) What is your country's definition of "low tar"?
None

(6) What is your country's definition of "low nicotine"?
None

(7) Is your country using any fiscal policies such as raising taxes to limit the use of cigarettes?
No

(8) Are there many health reports to your knowledge coming out in the next 12 to 18 months in this area?
Unknown

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HONDURAS	1984	1985	1986	1987	1988	1989	1990
Cigarette Consumption (Millions)	2.1	2.2	2.2	2.2	2.2	2.6	2.6
% Filters	99.0	99.0	99.0	99.0	99.5	99.7	100.0
% Plain	1.0	1.0	1.0	1.0	0.5	0.3	-
Size of Cigarettes (% of market)							
Under 80 mm	2.0	1.0	1.0	1.0	0.5	0.3	-
80 - 85 mm	98.0	99.0	99.0	99.0	99.5	99.7	100.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pack (% of market)							
Soft Pack	99.5	99.5	99.5	99.5	99.5	98.0	99.2
Hard Pack	0.5	0.5	0.5	0.5	0.5	2.0	0.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Menthol (% of market)	5.0	5.0	7.0	10.0	12.0	15.0	14.0
Types of Blends (% of market)							
Virginia	92.0	85.0	90.0	93.0	90.5	83.0	84.0
Blended	6.0	13.0	8.0	6.0	9.0	17.0	16.0
Other	2.0	2.0	2.0	1.0	0.5	-	-
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Company Shares (% of market)							
BAT	99.9	99.9	99.9	99.9	99.5	99.2	99.9
Others	0.1	0.1	0.1	0.1	0.5	0.8	0.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Major Brands' % Market Shares							
Royal	44.0	45.0	48.0	48.0	45.0	39.0	39.0
Belmont	22.0	20.0	22.0	24.0	24.0	23.0	22.0
Pinares	5.0	5.0	7.0	10.0	12.0	14.0	14.0
Imperial	5.0	4.0	4.0	4.0	7.0	14.0	10.0
Record	21	15	12	11	9	7.0	8.0
Others	3.0	11.0	7.0	3.0	3.0	3.0	7.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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INDIA	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Cigarette Consumption													
Billion Units	74.1	79.9	77.3	87.7	98.0	83.1	91.9	90.3	83.8	76.6	75.6	82.4	85.6
Export (billion units)	0.2	0.8	1.4	3.1	NA	2.1	NA	NA	-	NA			
% Filters	23.3%	24.3%	25.5%	27.2%	31.5%	38.0%	41.6%	45.7%	55.4%	51.2%	49.8%	50.1%	51.3
% Plain	23.3%	24.3%	25.5%	27.2%	31.5%	38.0%	58.4%	54.3%	44.6%	48.8%	50.2%	49.9%	48.7
Per Capita (domestic market) (per month)	9.5	10.2	11.0	11.5	NA	9.6	10.3	NA	8.8	8.6	NA	NA	NA
*Very nominal.													
Types of Blends (% of Market)													
ETF	NA	NA	24.3%	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Black	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
D/AC	NA	NA	1.8	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Others	NA	NA	73.9	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Sales by Price Category (% of Market)													
Over Re. 1.00	24.8%	24.7%	42.2%	41.3%	NA	89.9%	94.6%	NA	NA	100.0%	NA	NA	NA
0.75 p and over													
Including Re. 1.00	62.5	65.2	47.8	51.0	NA	9.5	4.6	NA	NA	NA	NA	NA	NA
Over 50 p and up to 0.75 p	3.6	6.5	10.0	7.7	NA	0.8	0.8	NA	NA	NA	NA	NA	NA
0.50 p and Below	9.1	3.6	-	-	NA	-	-	NA	NA	NA	NA	NA	NA
Size of Cigarette (% of Market)													
King Size	3.8%	3.9%	4.5%	6.1%	7.7%	10.0%	12.7%	16.1%	25.0%	14.0%	10.0%	10.4%	10.5%
Regul	96.2	96.1	91.5	93.9	68.5	89.6	12.8%	87.3%	83.9%	75.0%	86.0%	90.0%	89.5%
Mini	-	-	4.0	-	23.8	0.4	-	-	-	-	-	-	-
Market Share by company (% of Market)													
India Tobacco Co. (BAT)	45.8%	48.2%	41.3%	47.0%	44.9%	44.5%	45.0%	44.0%	48.0%	49.0%	52.0%	51.0%	54.0
Vizar Sultan Tobacco Co.	21.4	19.1	19.6	16.2	15.8	19.1	19.0	18.0	18.0	16.0	16.0	17.0	17.0
Golden Tobacco Company	16.5	15.6	19.6	18.3	20.3	19.2	19.0	22.0	21.0	20.0	14.0	14.0	15.0
Godfrey Phillips (India) Ltd.	9.6	9.1	7.8	9.4	9.0	9.0	10.0	11.0	10.0	12.0	15.0	15.0	12.0
National Tobacco Co.	5.6	6.9	11.2	8.6	9.4	8.0	7.0	5.0	3.0	3.0	3.0	3.0	2.0
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0

2023240031

INDIA (continued)	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Major Brands' Market Shares (% of Market)													
India Tobacco Co.													
Scissors	10.7%	16.5%	13.8%	13.0%	12.0%	11.4%	13.0%	14.0%	15.0%	17.0%	17.0%	16.0%	17.0%
Capstan Medium (plain)	6.2	7.7	6.9	8.9	7.8	5.2	4.3	3.3	2.5	1.7	2.5	2.5	NA
Capstan Kings (filter)	-	-	-	-	2.4	2.1	1.2	NA	NA	1.0	NA	NA	NA
Capstan (filter)	-	-	-	-	-	1.7	2.7	1.5	NA	0.6	NA	NA	NA
Berkeley (plain)	2.8	2.4	2.1	2.0	-	1.3	1.4	NA	NA	1.5	NA	NA	NA
Wills Navy Cut	3.7	3.9	3.0	2.9	3.3	3.7	5.0	5.0	4.0	7.0	11.0	11.0	11.0
Wills Virginia (filter)	1.6	-	NA	-	-	1.1	0.4	NA	NA	0.2	NA	NA	NA
Wills Bristol (filter)	3.5	4.2	3.6	-	2.7	3.7	4.0	5.0	3.0	3.0	4.0	6.0	NA
Bears Honeydew (plain)	2.3	1.8	1.9	3.3	-	1.2	1.0	NA	NA	0.7	NA	NA	NA
Wills Royal (filter)	-	2.2	2.0	1.6	2.7	1.5	1.0	NA	NA	0.7	NA	NA	NA
Wills Flake Filter	1.7	1.5	1.9	1.6	2.4	2.7	2.5	2.0	NA	1.1	NA	NA	NA
Passing Show (plain)	0.9	-	NA	3.2	-	0.7	0.3	NA	NA	-	NA	NA	NA
Red Lamp (plain)	1.6	1.3	1.1	-	-	1.0	0.9	NA	NA	0.4	NA	NA	NA
Player's Navy Blue	0.3	-	NA	2.2	-	0.5	0.2	NA	NA	-	NA	NA	NA
Wills Gold Flake (plain)	0.5	-	NA	-	-	1.8	1.8	1.2	5.8	1.7	NA	NA	NA
Star (plain)	0.5	-	NA	-	-	0.4	3.0	4.0	7.0	9.0	10.0	11.0	NA
Flight (plain)	-	0.9	NA	-	-	-	-	-	-	-	NA	NA	NA
Others	9.5	5.8	5.0	8.3	-	4.5	45.0	43.0	51.0	41.0	36.0	33.0	26.0
Total	45.8	48.2	41.3	47.0	NA	44.5	74.8	65.1	73.5	69.8	63.7	63.7	54.0
Vizar Sultan Tobacco Co.													
Charms Mini Kings	-	-	-	-	-	-	-	-	-	4.8%	NA	NA	-
Charminar (plain)	18.2%	16.4%	15.9%	13.4%	12.6%	14.0%	15.0%	14.0%	11.0%	11.0%	11.0%	12.0%	-
Charminar Gold (filter)	-	1.5	1.0	-	-	0.8	1.0	-	-	1.2	NA	NA	-
Charminar (filter)	-	-	-	-	-	2.2	1.9	1.7	1.7	0.7	NA	NA	10.0
Charms Virginia Kings (filter)	-	-	-	-	-	1.6	2.7	3.0	4.6	0.2	NA	NA	-
Others	3.3	1.2	3.7	2.8	-	0.5	2.7	1.8	2.2	0.6	NA	NA	7.0
Total	21.5	19.1	19.6	16.2	NA	19.1	8.5	6.6	8.6	2.8	0.1	0.1	17.0
Golden Tobacco Company													
Panama (plain)	9.1%	9.1%	12.4%	12.7%	13.8%	11.4%	15.0%	15.0%	9.0%	12.0%	11.0%	11.0%	10.0%
Goldens' Gold Flake (plain)	2.5	2.4	2.2	2.1	1.7	3.2	2.4	2.2	NA	0.6	NA	NA	-
Blue Bird (plain)	2.7	1.2	1.5	-	-	1.4	0.6	NA	-	-	NA	NA	-
Panama Filter Kings	-	-	-	-	-	2.2	2.7	2.5	NA	-	NA	NA	-
Others	1.9	2.9	3.5	3.8	-	1.0	2.7	6.5	5.8	5.6	NA	NA	2.0
Total	16.2	15.6	19.6	18.6	NA	19.2	8.6	11.4	5.9	6.3	0.1	0.1	12.0
Godfrey Philips (India) Ltd.													
Cavenders Magnum (plain)	3.4%	3.2%	2.0%	2.1%	2.0%	1.7%	1.5%	1.2%	2.4%	2.6%	NA	NA	NA
Four Square Filter Kings	1.6	1.3	1.5	1.3	-	1.4	1.4	1.4	NA	1.4	NA	NA	NA
Red & White Filter	2.2	2.1	2.0	1.9	1.8	1.9	1.5	1.2	-	1.3	NA	NA	NA
Red & White (plain)	1.0	1.2	1.0	2.6	2.4	2.0	2.4	2.1	-	1.9	NA	NA	NA
Others	1.2	1.3	1.3	1.5	-	2.0	2.8	5.2	-	4.7	NA	NA	NA
Total	9.4	9.1	7.8	9.4	NA	9.0	8.1	9.9	2.4	9.3	NA	0.0	15.0

2023240032

INDIA (continued)	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Major Brands' Market Shares (% of Market) (continued)													
Consumption of Other Tobacco Products (clearance in mil. kgs.)													
Cigars & Cheroots	12.8	16.0	13.0	9.7	8.9	65.6*	NA	NA	NA	NA	NA	NA	NA
Cigarettes & Pipe Tobacco (000 kgs)	70.3	100.9	109.7	87.6	87.6	87.6	NA	NA	NA	NA	NA	NA	NA
Bidis	132.3	160.0	170.0	130.0	130.0	135.0	NA	NA	NA	NA	NA	NA	NA
Chewing Tobacco	40.6	72.0	81.0	35.0	35.0	.	NA	NA	NA	NA	NA	NA	NA
Snuff	4.5	7.6	6.9	4.0	3.8	.	NA	NA	NA	NA	NA	NA	NA
*Includes Cigars/Cheroots/Chewing Tobacco/Snuff.													
Other Information													
Smokers													
% Men	98%	98%	99.5%	99.5%	NA	99.2%	NA	NA	NA	NA	NA	NA	NA
% Women	2	2	0.5	0.5	NA	0.8	NA	NA	NA	NA	NA	NA	NA
Advertising Media Available													
Television	No	No	No	NA	No	No	No	No	No	No	No	No	No
Radio	No	No	No	NA	No	No	No	No	No	No	No	No	No
Newspapers	Yes	Yes	Yes	NA	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Coupons	No	No	Yes	NA	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Magazines	Yes	Yes	Yes	NA	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Billboards	Yes	Yes	No	NA	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Point of Sale	Yes	Yes	Yes	NA	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Cinema	Yes	Yes	Yes	NA	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Advertising Media													
Lakhs Yearly Total	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
% of Expenditures													
Newspaper/Magazines	NA	NA	52.0%	NA	NA	NA	NA	NA	NA	25%	NA	NA	NA
Cinema	NA	NA	10.0	NA	NA	NA	NA	NA	NA	3	NA	NA	NA

2023240033

INDIA (continued)	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Point of Sale	NA	NA	10.5	NA	NA	NA	NA	NA	NA	10	NA	NA	NA
Television	NA	NA	-	NA	NA	NA	NA	NA	NA	-	NA	NA	NA
Billboards	NA	NA	-	NA	NA	NA	NA	NA	NA	31	NA	NA	NA
Miscellaneous	NA	NA	27.5	NA	NA	NA	NA	NA	NA	31	NA	NA	NA

]Includes hoarding posters.

Question Sheet: Smoking and Health Categories

- (1) Does your country have tar and nicotine ratings? No
- (2) If yes, must they be printed on the pack? No
- (3) Must a health warning be printed on the pack? Yes
- (4) Are there other areas of health concern, such as carbon monoxide, etc., which are being contemplated? No
- (5) What is your country's definition of "low tar"? None
- (6) What is your country's definition of "low nicotine"? None
- (7) Is your country using any fiscal policies such as raising taxes to limit the use of cigarettes? Excise duties have been increased.
- (8) Are there many health reports to your knowledge coming out in the next 12 to 18 months in this area? No

2023240034

ITALY	1976	1977	1978	1979	1980	1981	1982	1983	1984	1986	1987	1988	1989	1990
Cigarette Consumption														
Sales (billion units)	89.7	90.3	88.8	96.8	98.7	100.9	101.6	102.2	104.3	101.5	99.0	99.8	97.5	94.6
% Filters	85.0	86.6	86.7	84.8	88.6	89.3	92.4	93.0	93.6	95.3	95.3	96.0	96.6	96.5
Per Capita Usage	2,130.0	1,703.0	1,606.0	1,701.0	1,730.0	1,769.0	1,809.0	1,818.0	1,833.0	1,813.0	1,736.0	1,738.0	1,693.0	1,581.0
Export (billion units)	NA	0.8	NA	0.8	0.9	1.0	1.1	NA	NA	NA	NA	NA	NA	NA
Types of Blends (% of market)														
Blended	NA	NA	NA	NA	81.9	85.8	86.5	86.6	87.0	88.2	88.2	89.4	90.7	91.2
Dark	NA	NA	NA	NA	17.1	13.1	12.2	11.9	11.0	9.7	9.7	8.5	8.4	7.9
Virginia	NA	NA	NA	NA	1.0	1.0	1.1	1.0	1.0	0.9	0.9	0.9	0.9	0.9
European	NA	NA	NA	NA	NA	0.1	0.2	0.5	1.0	1.2	1.2	1.2	NA	NA
Total	NA	NA	NA	NA	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Sales by Type (% of market)														
Domestic	71.3	70.6	67.2	60.4	61.7	62.7	65.8	67	64.2	60.8	61	59.2	56.1	51.9
Imports	20.7	22.3	25.2	28.9	28.2	27.9	25.5	24.4	27.3	29.9	29.3	31.4	33.8	37.8
License	8	7.1	7.6	10.7	10.1	9.4	8.7	8.6	8.5	9.3	9.7	9.4	10.1	10.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Size of Cigarette (% of market)														
70 mm.	19.9	18.1	17.4	15.7	12.4	11.0	7.3	6.8	6.3	5.5	4.6	4.0	2.8	3.5
80 mm.	16.5	14.5	15.9	15.9	17.2	21.0	27.8	27.3	26.4	86.5	22.8	86.4	87.9	85.3
85 mm.	62.2	66.0	65.3	67.1	69.1	66.6	57.4	58.5	58.7		63.0			
95 mm.	1.4	1.4	1.4	1.3	1.3	1.4	7.5	7.4	8.6	8.0	9.6	9.6	9.3	11.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Market Share by Company (% of market)														
Monital (M)	71.3	77.6	67.3	71.1	71.8	72.1	65.7	NA	64.2	60.8	61.0	59.2	56.1	51.9
Philip Morris (PM)	20.3	14.1	23.2	16.5	18.8	18.4	26.3	NA	28.5	31.8	31.8	33.5	36.3	39.7
BAT Group	1.9	2.1	2.4	2.9	2.9	2.9	3.0	NA	3.0	3.0	2.6	2.7	2.7	2.9
Austria Tabak (AT)	1.7	1.8	2.0	2.0	1.7	1.4	1.1	NA	0.8	0.6	0.5	0.6	0.4	0.3
Rothmans Group	1.6	1.4	1.3	NA	NA	NA	1.1	NA	1.3	1.1	1.1	1.2	1.6	2.0
Selta (S)	1.3	1.0	0.8	NA	NA	NA	NA	NA	0.4	0.3	0.3	0.3	-	-
Reemisma (REE)	0.7	1.0	1.6	1.6	1.4	1.1	0.9	NA	0.6	0.6	0.6	0.5	0.5	0.4
Reynolds (RJF)	0.2	0.4	0.5	NA	0.7	NA	0.8	NA	1.1	1.6	1.8	1.9	2.0	2.3
Liggett Group	0.4	0.3	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	-
Rupert's Group (R)	NA	0.2	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	-
Lorillard (LOR)	NA	0.1	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	-
Burns	0.6	NA	0.9	NA	NA	NA	NA	NA	NA	NA	0.1	0.1	-	-
Others	-	-	-	5.9	2.7	4.1	1.1	NA	0.1	0.2	0.2	0.0	0.4	0.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	NA	100.0	100.0	100.0	100.0	100.0	100.0

2023240035

SWEDEN (continued)	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Advertising Media (% of expenditures)												
Newspaper	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0
Magazines	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0	40.0
Point of Sale	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Advertising Media

Television
Radio
Newspaper*
Cinema
Billboards
Magazines*
Point of Sale*
Coupon*

*With restrictions

Consumption of Other Tobacco Products

Cigars (million pieces)	160.0	155.0	142.0	138.0	125.0	119.0	111.0	108.0	102.0	94.0	102.0	138.7
Cigarette & Pipe tobacco (tons)	1068.0	1100.0	1125.0	1313.0	1510#	1797.0	1681.0	1586#	1481**	1419***	1415****	1390.0
Chewing tobacco (tons)	16.0	18.0	22.0	23.0	24.0	22.0	20.0	19.0	18.0	16.0	15.0	10.0
Moist Snuff (tons)	3546.0	3660.0	3760.0	3929.0	4029.0	4333.0	4560.0	4673.0	4695.0	4594.0	4606.0	4869.0

#350 tons were border sales to Norway

**336 tons were border sales to Norway

***318 tons were border sales to Norway

****308 tons were border sales to Norway

*287 tons were border sales to Norway

Question Sheet: Smoking and Health Categories

- (1) Does your country have tar and nicotine ratings?
Yes
- (2) If yes, must they be printed on the pack?
Yes
- (3) Must a health warning be printed on the pack?
Yes
- (4) Are there other areas of health concern, such as carbon monoxide, etc., which are being contemplated?
Carbon monoxide.
- (5) What is your country's definition of "low tar"?
less than 16 mg
- (6) What is your country's definition of "low nicotine"?
None
- (7) Is your country using any fiscal policies such as raising taxes to limit the use of cigarettes?
No

2023240036

TURKEY	1987	1988	1989	1990
Cigarette Consumption (Millions)	72.3	68.6	75.9	81.6
Imported Market (Millions)	10.5	10.0	11.2	15.9
% Filters	NA	NA	NA	NA
% Plain	NA	NA	NA	NA
Size of Cigarettes (% of market)				
Under 80 mm	NA	NA	NA	NA
80 - 85 mm	NA	NA	NA	NA
Total	NA	NA	NA	NA
Pack (% of market)				
Soft Pack	NA	NA	NA	NA
Hard Pack	NA	NA	NA	NA
Total	NA	NA	NA	NA
Menthol (% of market)	NA	NA	NA	NA
Types of Blends (% of market)				
Air Cured	NA	NA	NA	NA
Virginia	NA	NA	NA	NA
Black	NA	NA	NA	NA
Total	NA	NA	NA	NA
Company Shares (% of market)				
PMI	88.8	85.8	86.0	86.8
RJR	5.0	7.5	7.4	7.1
BAT	1.2	1.2	1.5	1.5
TEI	1.2	1.4	1.4	1.3
Others	3.8	4.1	3.7	3.3
Total	100.0	100.0	100.0	100.0
Major Brands' % Market Shares				
Marlboro	82.3	71.5	67.5	71.9
Parliament	6.5	14.3	18.5	14.9
Camel	2.9	5.8	6.1	6.3
Salem	0.8	0.7	0.8	0.7
Kent	0.9	0.8	0.6	0.7
Barclay	-	-	0.7	0.8
Pall Mall	0.3	0.3	0.2	-
Winston	1.3	1.0	0.4	-
Others	5.0	5.6	5.2	4.7
Total	100.0	100.0	100.0	100.0

2023240037

PUERTO RICO

Question Sheet: Smoking and Health Categories

- 1) Does your country have tar and nicotine ratings?
Yes
- 2) If yes, are they required to be printed on the pack?
No
- 3) Is there a health warning required to be printed on the pack?
Yes
- 4) Are there any other areas of health concern, such as carbon monoxide, etc., which are being contemplated?
Yes, carbon monoxide is now incorporated into rotating warnings along with emphysema, birth defects, low birth weight, heart disease, and lung cancer.
- 5) What is your country's definition of "low tar"?
Under 14 mg.
- 6) What is your country's definition of "low nicotine"?
Not available for Puerto Rico
- 7) Is your country using any fiscal policies such as raising taxes to limit the use of cigarettes?
No. Taxes are being increased, but their intent is to increase government revenues.

2023240038

SINGAPORE	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Cigarette Consumption														
Billion Units	3.6	3.8	3.8	3.9	3.9	4.0	4.0	4.1	4.0	3.9	3.6	3.8	3.5	3.6
% Filters	NA	86.2	86.7	87.5	88.4	89.1	89.2	91.2	92.9	91.5	92.6	93.0	93.7	94.4
Types of Blends (% of Market)														
Virginia Plain	NA	5.9	5.3	4.1	3.2	2.8	3.4	2.1	1.9	1.7	1.4	1.2	0.8	0.8
Virginia Filter	NA	65.9	63.5	58.0	55.9	53.1	47.4	46.3	43.0	42.5	37.4	32.1	31.3	29.0
Virginia Menthol Filter	NA	10.3	10.0	9.1	8.7	8.0	7.8	6.7	6.9	6.8	5.3	5.9	6.1	6.4
Blended Plain	NA	7.9	8.0	8.4	8.4	8.1	7.4	6.7	7.2	6.8	6.0	5.8	5.2	4.8
Blended Filter	NA	9.1	12.0	18.8	21.2	23.6	26.1	26.1	25.5	24.9	31.1	33.4	35.1	37.3
Blended Menthol Filter	NA	0.9	1.2	1.6	2.6	4.4	7.9	12.1	15.5	17.3	18.8	21.6	21.5	21.7
Total	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Size of Cigarette (% of Market)														
100 mm	2.9	5.2	5.1	4.3	3.7	3.5	3.7	3.5	3.4	3.1	2.8	3.9	4.0	4.1
King size	79.8	79.6	80.8	83.0	85.2	86.0	86.9	87.8	88.4	89.1	91.0	89.2	89.9	90.5
Regular size	17.3	15.2	14.1	12.7	11.1	10.5	9.4	8.7	8.2	7.8	6.2	6.9	6.1	5.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pack Count Segmentation														
Up to 10 cig/pack	-	-	-	-	-	-	15.9	16.0	16.6	17.0	19.0	19.8	22.0	23.9
12-14 cig/pack	-	-	-	-	-	-	30.2	26.1	24.7	23.0	22.0	17.6	14.7	14.6
20 cig/pack	-	-	-	-	-	-	53.7	57.6	58.4	60.0	58.9	62.5	61.5	61.5
Other	-	-	-	-	-	-	0.2	0.3	0.3	-	0.1	0.1	1.8	-
Total	-	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pack Type Segmentation														
Soft Pack	-	-	-	-	-	-	33.9	38.7	42.2	42.2	45.4	44.2	44.4	42.6
Box	-	-	-	-	-	-	57.3	55.8	53.6	53.7	51.3	52.8	52.5	54.2
Shell and slide	-	-	-	-	-	-	8.3	5.3	4.0	4.0	3.2	2.8	3.0	3.2
Others	-	-	-	-	-	-	0.2	0.3	0.3	-	0.1	0.1	0.1	-
Total	-	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Sales by Price Category (% of Market)														
High (above \$2.80)	-	11.5	12.1	13.4	14.8	17.1	20.6	23.9	26.8	26.2	25.1	25.4	25.7	25.3
Medium (\$2.40 - \$2.70)	-	63	63.7	65.7	65.5	64.2	60.4	59.3	55.7	53.9	52.8	53.4	50.6	50.9
Low (\$2.30 and below)	-	25.5	24.2	20.9	19.7	18.7	19	16.8	17.5	19.9	22.1	21.2	23.7	23.8
\$1.50	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
\$1.30	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
\$1.20	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
\$1.10	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
\$1.00	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
\$0.70	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
\$0.55	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

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SINGAPORE (continued)	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
\$0.50	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
\$0.45	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Total	-	100	100	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Market Share by Company (% of Market)														
Rothmans of Pall Mall	52.4	51.2	49.3	45.5	44.6	43.6	41.1	38.0	38.2	38.2	32.9	29.4	28.1	28.3
Singapore Tobacco Co. (BAT)	35.9	35.6	34.1	30.8	28.7	26.6	24.2	22.9	23.0	22.7	21.6	22.9	24.1	22.7
Thong Haut (RJR)	10.1	8.5	9.1	10.0	11.2	12.5	15.4	19.4	21.2	21.8	22.8	23.9	24.2	25.0
Philip Morris Asia Pacific	1.4	4.7	7.5	13.5	15.3	17.0	19.0	19.4	17.1	16.7	22.1	22.8	23.0	23.4
Others	0.2	-	-	0.2	0.2	0.3	0.3	0.3	0.5	0.6	0.6	1.0	0.6	0.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Rothmans														
Dunhill King-Size Filter	30.6	31.6	30.7	29.3	28.8	28.1	26.0	25.0	24.6	23.5	20.9	17.8	16.8	16.9
Consulate Cork-Tip Mentho	6.8	9.4	9.1	8.3	8.0	7.3	7.1	6.2	6.1	6.2	5.1	5.9	6.2	6.4
Peter Stuyvesant King Size	4.8	4.5	4.3	4.0	4.1	4.4	4.2	4.1	4.8	4.8	5.2	3.5	3.6	3.7
Rothmans King Size	3.4	3.3	3.0	2.5	2.4	2.3	2.0	1.6	1.6	1.8	1.0	1.5	1.4	1.2
Other	6.8	2.4	2.2	1.4	1.3	1.5	1.8	1.1	1.1	1.9	0.7	0.7	0.1	0.1
Total	52.4	51.2	49.3	45.5	44.6	43.6	41.1	38.0	38.2	38.2	32.9	29.4	28.1	28.3
Singapore Tobacco Co. (BAT)														
State Express 555 Kings	9.8	7.8	7.0	6.0	5.2	4.8	5.4	5.3	4.0	4.2	3.6	3.0	2.8	2.6
Players Gold Leaf	4.2	4.1	3.5	3.1	2.3	2.0	2.2	2.2	2.1	2.0	2.4	1.4	1.3	1.1
Lucky Strike Regular	3.5	3.3	3.0	2.8	2.7	2.5	2.2	1.7	2.0	1.6	1.3	1.2	1.1	0.8
Benson & Hedges Special f	4.5	14.1	13.5	11.9	10.8	9.2	6.1	6.8	5.9	4.4	3.4	2.8	2.9	2.5
Kent	1.4	1.5	1.7	2.3	2.8	3.8	4.4	4.1	4.7	3.8	3.0	3.0	3.3	3.3
Lucky Strike Filter	-	-	-	-	-	-	0.1	0.2	1.0	2.0	3.7	6.8	8.4	8.4
Newport Menthol	-	-	-	-	-	-	-	-	1.6	2.1	2.1	1.9	2.5	2.3
Other	12.5	4.8	5.4	4.7	4.9	4.3	3.8	2.6	1.7	2.6	2.1	2.8	1.8	1.7
Total	35.9	35.6	34.1	30.8	28.7	26.6	24.2	22.9	23.0	22.7	21.6	22.9	24.1	22.7
Thong Haut (RJR)				6.7	6.7	6.5	6.2	6.1	6.4	6.4	5.6	4.4	4.5	4.4
Camel	6.9	5.8	6.1	1.8	1.7	1.7	1.5	1.3	1.1	1.0	2.0	2.6	3.2	3.8
Winston	1.8	1.7	1.7	1.5	2.4	4.1	7.5	11.8	13.5	14.2	15.1	16.3	16.4	16.6
Salem	-	0.9	1.2	-	0.4	0.2	0.2	0.2	0.2	0.2	0.1	0.6	0.1	0.3
Other	1.4	0.1	0.1	10.0	11.2	12.5	15.4	19.4	21.2	21.8	22.8	23.9	24.2	-
Total	10.1	8.5	9.1	20.0	22.4	25.0	30.8	38.8	42.4	43.6	45.6	47.8	48.4	25.0
Philip Morris Asia Pacific														
Marlboro	1.4	4.7	7.5	13.4	15.1	16.7	18.8	19.3	16.9	15.8	20.8	20.3	20.7	21.2
Others	-	-	-	0.1	0.2	0.3	0.2	0.1	0.2	0.9	1.3	2.5	2.3	2.2
Total	1.4	4.7	7.5	13.5	15.3	17.0	19.0	19.4	17.1	16.7	22.1	22.8	23.0	23.4
Lorillard/JTC	0.2	-	-	0.2	0.2	0.3	0.3	0.3	0.5	0.6	0.6	1.0	1.1	0.6

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SINGAPORE	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Smokers														
% Men	90.0	90.0	90.0	90.0	90.0	90.0	90.0	90.0	90.0	90.0	91.0	91.0	91.0	91.0
% Women	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	9.0	9.0	9.0	9.0
Advertising Media Available														
Television	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Radio	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Newspapers	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Cinema	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Coupons	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	No	No
Billboards	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Magazines	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Point of Sale	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No

NA = Not available

Question Sheet: Smoking and Health Categories

(1) Does your country have tar and nicotine ratings?
Yes

(2) If yes, must they be printed on the pack?
Yes

(3) Must a health warning be printed on the pack?
Yes

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SPAIN	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Cigarette Consumption													
Billions Units	63.4	70.4	70.4	64.2	68.7	71.2	74.2	79.0	77.9	80.0	77.3	79.4	81.9
% Filters	0.9	0.9	0.9	0.9	0.9	1.0	1.0	1.0	1.0	1.0	97.4	98.7	99.6
Exports (million units)	-	-	398.0	558.0	-	-	-	-	-	-	-	-	-
Per Capita	-	1,879.0	1,703.0	-	1,807.0	1,924.0	2,005.0	2,127.0	2,075.0	2,121.0	-	-	2,102.0
Types of Blends (% of market)													
Black	82.3	78.7	74.5	68.4	62.6	57.5	56.1	55.8	53.9	52.6	49.7	47.9	43.8
Blond	17.7	21.3	25.5	31.6	37.4	42.5	43.9	44.2	46.1	47.4	50.3	52.1	56.2
Size of Cigarette (% of market)													
70mm	6.4	5.5	4.8	4.9	4.4	3.5	3.2	2.8	2.6	2.3	2.0	1.3	0.4
80mm to 85mm	92.5	93.3	93.7	93.9	94.4	95.4	95.8	96.2	96.5	96.9	97.2	97.9	98.8
86mm to 95mm	0.1	0.1	0.4	0.4	0.4	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.3
100mm	1.0	1.1	1.1	0.8	0.8	0.8	0.7	0.7	0.7	0.6	0.6	0.6	0.5
120mm	-	-	-	-	-	-	0.1	0.1	-	-	-	-	-
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Market Share by Company (% of market)													
Tabacalera, S.A. (1)	70.6	70.5	73.5	79.8	80.6	81.2	81.0	77.4	73.9	77.9	75.9	74.7	67.4
R.J.R. Nabisco	3.7	3.7	4.2	4.2	6.4	7.4	8.1	8.2	9.0	9.0	9.4	9.5	10.1
Philip Morris	0.6	1.1	1.1	1.1	1.6	1.8	2.3	3.0	4.3	6.8	8.7	10.5	12.9
CITA/Reemtsma	11.4	11.5	10.0	7.1	5.1	4.3	4.4	4.7	3.8	3.4	2.9	2.5	3.7
Tabacanaria (2)	-	-	9.9	6.6	4.9	4.1	3.3	3.0	2.3	2.0	1.8	1.6	-
BAT	0.3	0.3	0.4	0.3	0.3	0.3	0.3	0.4	0.3	0.4	0.2	0.1	5.3
GTSA/Gallaher	0.6	0.6	0.6	0.5	0.5	0.4	0.2	0.2	0.2	0.2	0.1	0.1	0.1
Rothmans	0.3	0.3	0.2	0.2	0.4	0.3	0.2	0.1	0.2	0.2	0.1	0.1	0.3
Others	12.5	12.0	0.1	0.2	0.2	0.2	0.2	3.0	6.0	0.1	0.9	0.9	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Major Brands' Market Shares (% of market)													
Ducados FF Box	0.4	0.4	0.5	0.2	0.3	0.3	0.2	0.1	-	-	-	0.5	0.1
Ducados FF Soft	33.7	36.4	38.6	39.1	35.8	33.5	33.1	34.4	34.5	34.8	33.4	32.3	30.9
Ducados Can	-	-	-	-	-	-	-	-	-	-	-	-	-
Ducados LTN	-	-	-	-	-	0.6	1.6	1.2	1.2	1.0	1.1	1.1	1.1
Ducados PP	-	-	0.2	0.3	0.3	0.2	0.2	0.2	0.1	0.1	0.1	0.1	-
Ducados Lujo	-	-	-	-	-	-	-	0.1	0.1	-	-	-	-
Ducados KS	-	-	-	-	-	-	-	0.1	0.1	-	-	-	-
Fortuna Red Box	-	-	-	-	0.3	-	0.4	0.6	0.4	0.4	0.4	0.8	0.7

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SPAIN (continued)	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Fortuna Red Soft	9.8	13.0	17.1	21.8	23.1	24.9	23.9	22.5	22.1	21.5	22.0	21.9	22.8
Fortuna Lights	-	-	-	-	-	0.4	0.6	0.5	0.6	0.5	0.5	0.5	0.4
Fortuna Menihol	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Fortuna Luxe	-	-	-	-	-	-	-	0.2	-	-	-	-	-
Fortuna Extra Lights	-	-	-	-	-	-	-	-	-	-	0.1	0.1	0.2
Winston Red Box	2.6	2.9	3.5	3.1	4.4	5.5	6.6	6.9	6.6	6.8	7.0	7.0	7.2
Winston Red Soft	-	-	0.2	0.8	1.7	1.7	1.3	1.0	0.7	0.7	0.7	0.6	0.6
Winston Li Box	-	-	-	-	-	-	0.1	0.1	0.1	-	0.1	0.1	0.1
Winston Li Soft	-	-	-	-	-	-	-	-	0.1	-	-	-	-
Winston 100's	-	-	-	-	-	-	-	-	0.1	-	-	-	-
Celtas F 85's	9.3	7.2	5.9	6.1	5.1	4.3	3.6	3.3	3.3	3.0	3.0	3.3	3.2
Celtas NF 85's	1.4	1.2	1.3	1.2	1.1	1.0	0.9	0.9	0.8	0.8	0.5	-	-
Celtas ENF 85's	0.1	0.1	-	-	-	-	-	-	-	-	-	-	-
Celtas F 70's	3.4	2.9	2.9	3.0	2.5	2.1	1.9	1.6	1.5	1.4	1.4	0.8	-
Celtas Sel.	0.2	0.1	-	-	-	-	-	-	-	-	-	-	-
Marlboro Red Box	0.5	0.4	0.6	0.6	1.2	1.3	1.9	2.5	3.3	4.7	6.5	8.1	9.8
Marlboro Red KS	-	-	-	-	-	0.3	0.2	0.2	0.2	0.3	0.5	0.5	0.6
Marlboro Li Box	-	-	-	-	-	-	-	-	-	-	0.1	0.1	0.1
Marlboro Li Soft	-	-	-	-	-	-	0.1	0.1	-	-	-	-	-
BN Box	-	-	0.2	1.0	1.6	1.8	2.1	2.4	2.5	2.5	2.5	2.5	2.4
BN Soft	-	-	-	-	0.9	1.1	0.8	0.8	0.7	0.6	0.5	0.5	0.5
Lucky Strikes FF FTB	-	-	-	-	-	-	0.6	1.0	1.8	2.0	2.3	2.4	2.9
Lucky Strikes FF KS	-	-	-	-	-	1.5	1.0	1.0	0.8	0.6	0.6	0.5	0.5
Lucky Strikes Regular	-	-	-	-	-	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Lucky Strikes Lights	-	-	-	-	-	-	-	0.1	0.1	0.1	0.1	0.1	0.1
Rex FF	8.2	7.9	7.1	5.0	3.7	3.1	2.7	2.3	1.8	1.6	1.4	1.2	1.1
Rex Lights	-	-	-	-	-	-	-	0.2	0.2	0.2	0.1	0.1	0.1
Rex (XXX)	0.2	0.1	0.3	0.3	0.2	0.2	0.1	0.1	0.1	-	-	-	-
Habanos Soft	4.1	1.3	0.2	-	1.7	1.5	1.7	1.8	1.8	1.6	1.7	1.8	1.7
Habanos Can	-	-	-	-	-	-	-	-	-	-	-	-	-
Nobel Box	-	-	-	0.7	0.7	1.0	0.9	0.9	0.9	0.9	0.9	0.9	1.0
Nobel Soft	-	-	-	0.5	1.8	1.2	0.9	0.8	0.8	0.7	0.6	0.6	0.7
Royal Crown FF	-	-	-	-	0.5	1.4	1.4	1.4	1.3	1.2	1.1	1.1	1.1
Royal Crown Li	-	-	-	-	-	-	0.1	0.2	0.3	0.3	0.2	0.2	0.2
Chesterfield Regular	0.2	0.2	0.2	0.2	0.1	0.1	-	-	-	0.1	0.1	0.1	0.1
Chesterfield Soft	-	-	-	-	-	-	-	-	-	0.1	0.1	0.1	0.2
Chesterfield Box	-	-	-	-	-	-	-	-	0.5	1.2	1.2	1.3	1.5
Chesterfield Lights	-	-	-	-	-	-	-	-	-	0.1	0.1	0.1	0.1
Camel Box	-	-	-	-	0.1	-	-	-	1.2	1.1	1.3	1.5	1.7
Camel Soft	-	-	-	-	-	-	-	-	0.2	0.1	0.2	0.2	0.2
Camel Regular	0.1	0.1	-	-	-	-	-	-	0.1	-	0.1	0.1	0.1
Camel Lights	-	-	-	-	-	-	-	-	-	-	-	-	0.1
Coronas FF	-	-	-	-	-	-	0.7	1.0	0.7	0.6	0.5	0.5	0.5
Coronas Lights	-	-	-	-	-	-	-	-	0.1	0.1	0.1	0.1	0.1
Coronas Reserva	-	-	-	-	-	-	-	-	-	-	-	-	-
Diana Box	-	-	-	-	-	-	0.5	0.6	0.6	0.5	0.5	0.5	0.7
Sombra	2.8	2.6	2.4	1.8	1.6	1.3	1.0	0.9	0.7	0.6	0.6	0.5	0.3
Record	3.0	3.3	2.6	1.8	1.2	1.1	0.9	0.8	0.6	0.6	0.5	0.4	0.4
Condal 100's	0.7	1.0	0.9	0.8	0.8	0.7	0.7	0.6	0.5	0.5	0.4	0.4	0.4
Condal LTN	-	0.6	0.7	0.5	0.5	0.4	0.2	0.2	0.1	0.1	0.1	0.1	0.1

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SPAIN (continued)	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
El Kaiser Box	2.0	2.3	2.1	1.5	1.2	1.0	0.9	0.7	0.6	0.6	0.5	0.5	0.4
"46"	3.0	2.9	2.4	1.5	1.0	0.8	0.8	0.6	0.5	0.4	0.4	0.3	0.3
Super "46"	0.1	0.4	0.6	0.5	0.2	0.1	0.1	0.1
West FF Box	0.4	0.2	0.2	0.2	0.1	.
Bisonte	0.8	0.6	0.6	0.6	0.5	0.5	0.4	0.4	0.4	0.3	0.3	0.2	.
Lola	0.9	0.7	0.6	0.6	0.5	0.5	0.4	0.4	0.4	0.3	0.2	0.2	.
UN X 2 Box	0.1	0.1	0.1
UN X 2 Soft	0.5	0.5	0.4	0.5	0.4	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2
Ideales Cuadrado	0.7	0.7	0.5	0.6	0.5	0.4	0.4	0.3	0.3	0.2	0.2	0.2	.
3 Carabelas	0.3	0.2	0.2	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2	.	.
Partagas Box	0.2	0.1	0.1	0.1
Boncalo Box	.	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	.
Boncalo Soft	0.2	0.3	0.3	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1
Piper Menthol	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1
Lark	0.3	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1
Reales Soft	0.2	0.3	0.2	0.1	0.1	0.1	0.1	.
El Pais Soft	0.6	0.7	0.6	0.5	0.4	0.3	0.2	0.2	0.1	0.1	0.1	0.1	.
Jean Soft	0.9	0.8	0.6	0.4	0.3	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1
Rothmans Box	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Florida	.	0.9	0.6	0.4	0.4	0.3	0.2	0.1	0.1	0.1	0.1	.	.
Cohiba	0.1	0.1	0.1	0.1
Dunhill Int'l	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Silk Cut LTN	0.1	0.1	0.1
Vencedor	1.2	0.8	0.5	0.3	0.2	0.1	0.1	0.1	0.1
Rumbo Regular	0.2	0.1	0.1	0.1	0.1	0.1	0.1
Rumbo F	0.9	1.1	0.6	0.2	0.1
Peter Stuyvesant
Pall Mall KS	0.1	0.1	0.1	0.1	0.2	0.1	0.1
Pall Mall F
Goya KS	0.8	0.7	0.5	0.4	0.3	0.2	0.2	0.1	.	.	0.1	0.1	0.1
Goya 100's	0.1	0.1	0.1
Mencey	1.0	0.6	0.4	0.2	0.1	0.1
Agulla	0.7	0.5	0.4	0.2	0.1	0.1
Pais F	0.1
Diana Blando	0.2
Cohiba	0.1
Boncalo Duro	0.1
Others	3.1	2.2	1.3	1.2	1.0	1.0	1.3	1.4	1.6	1.9	0.6	0.9	0.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Consumption of Other Tobacco Products													
Cigars (Millions)	857.0	891.0	903.0	916.0	889.0	825.0	838.0	824.0	799.0	779.0	747.1	728.7	729.4
Pipe Tobacco (Thousand Kilos)	107.0	132.0	148.0	141.0	128.0	142.0	126.0	122.0	117.0	108.0	90.0	97.0	96.7
Roll Your Own (Thousand Kilos)	732.0	645.0	660.0	587.0	512.0	457.0	407.0	376.0	349.0	462.0	301.0	290.0	451.6

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SPAIN (continued)	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
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Advertising Media Available

Television	No
Radio*	Yes
Newspapers	Yes
Cinema	Yes
Billboards	Yes
Magazines	Yes
Point of Sale*	Yes

*With restrictions.

NA = Not Available

Advertising Media (% Expenditures)

Television	39.0	17.0	NA	23.4	49.0	NA	NA	NA	NA	NA	NA	NA
Radio	1.6	3.0	NA	23.0	16.1	NA	NA	NA	NA	NA	NA	NA
Newspapers	1.5	5.0	NA	16.0	8.8	NA	NA	NA	NA	NA	NA	NA
Cinema	-	-	NA	4.1	0.6	NA	NA	NA	NA	NA	NA	NA
Billboards	10.6	25.0	NA	11.2	9.4	NA	NA	NA	NA	NA	NA	NA
Magazines	10.2	18.0	NA	22.3	16.0	NA	NA	NA	NA	NA	NA	NA
Point of Sale	6.7	-	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Others	30.4	32.0	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

Smokers

% Men	76.0	75.0	75.0	75.0	76.0	NA	NA	NA	69.8	65.6	62.8
% Women	24.0	25.0	25.0	25.0	24.0	NA	NA	NA	30.2	34.4	37.2

Question Sheet: Health and Smoking Categories

1. Does your country have tar and nicotine ratings?
Yes

2. If yes, must they be printed on the pack?
Yes

3. Must a health warning be printed on the pack?
Yes

(1) Includes Philip Morris/Tabacalera joint venture brands Fortuna and Nobel. The contract with Philip Morris concludes in 1991. Also includes BAT/Tabacalera joint venture brand Royal Crown & Lucky Strike.

(2) Tabacanaria was created associating Fierro, other canarian manufacturers with BAT, Tabacalera was also invested in this company.

As of 1987 includes Cuenta & Melilla.

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